



# East Salem Newsletter

*Service Without Borders*

Week of January 1, 2018

## Words for the Week

Happy New Year! I hope everyone had an enjoyable holiday season. This marks the half-way point of this Rotary year and time is flying by. I am looking forward to the next six months and hope you are ready for an exciting ride!

Over the past eight months the Board has been working on a strategic plan for the club. This all began when we participated in a vision facilitation on May 20, 2017. We have taken the information that was provided during the vision facilitation and have created a five year strategic plan. The Vision Facilitation Slides can be viewed by clicking on the link provided in the Important Links section of this newsletter.

Our January 5th club meeting will be a Club Assembly and the agenda will be to review the strategic plan. Below are the themes and vision that was captured during our vision facilitation and have been incorporated into our strategic plan.

### **Vocational Service - Advance High Ethical Standards in the Workplace**

Vision

Vocational Service is the shared responsibility of both the Rotary Club and its members. The role of the club is to implement and encourage the objectives by its own actions in dealing with the community and by the development of projects that enable members to use their vocational talents in the service of the community. The role of members is to conduct themselves and their businesses in accordance with Rotary principles, and support the Vocational Service projects that the club has developed.

Vocational Service programs, by their nature, offer excellent opportunities for involvement with our local business community. This involvement can lead to creating a raised awareness of what Rotary stands for. Many Vocational Programs can be undertaken by a small group of Club members over a relatively short time frame, and at low cost. Our club will have a number of Vocational activities that we can support on a continuing basis.

### **New Generations - Empower our Youth**

Vision

It is the responsibility of our club members to prepare the New Generations - all young people up to the age of 30 - by improving their life skills to ensure a better future, while recognizing the diversity of their needs. Our club will undertake projects that support the fundamental needs of the New Generations: health, human values, education, and self-development.

### **Vibrant Club – Be Engaged, Have Fun and Grow**

Vision

Our club is vibrant when it has engaged members, meaningful projects, flexibility, fun and new ideas, community awareness, effective committees, and a unique identity or personality. We are a club of action and will attract new members by promoting membership diversity and improve member recruitment and retention.

### **International Service - Reach out and Take Action Around the World**

Vision

We have a rich tradition of engaging in "hands on" projects around the world. We will continue to build relationships and work with our international partners to help those in need. We will seek projects that focus on water and sanitation and maternal and child health. We will continue to support ongoing projects that will require our club's involvement as the need arises.

### **Fundraising - Sustainable Fundraising Efforts**

## This Week

### **January 5, 2018**

Club Assembly -  
Strategic Plan review

Greeters: Steve Poland -  
Terry Riley

Raffle: Kris Trachsel

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## Upcoming Meetings

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### **January 12, 2018**

RYLA Rebound Amanda  
Clarke will talk about her  
RYLA experience

Greeters: Rob  
Schoepper -Sara  
Sepulveda

Raffle: Karen Bryan

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### **January 19, 2018**

Program - TBD

Greeters: Phil Sperl -  
Kris Trachsel

Raffle: Kevin Mannix

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### **January 26, 2018**

Program - TBD

Greeters: Duane Vaubel  
-Eileen Virden

Raffle: Ron Hanna

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### **February 2, 2018**

Program - TBD

Greeters: Vic Baker -  
Andrew Booth

Raffle: Tom Marks

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## Service Opportunities

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Vision

Fundraising events are strategic not only for raising funds, but also for public relations and for attracting new members to our club by making the club better known in our community. Ideally, our club should aim to develop a clear identity in our community, and organize family friendly events. Part of the identity of our club should be about the type of service work we do or fund.

### **East Salem Rotary Foundation – Planning and Funding Future Service Projects**

Vision

Every fundraising event will designate a portion of the funds to be distributed to the East Salem Rotary Foundation. Once the Foundation has accumulated the appropriate capital an endowment will be established.

### **Rotary International Foundation - Give Where the Need is Greatest**

Vision

Annual Fund helps Rotary clubs take action today to create positive change in communities at home and around the world. Contributions help to strengthen peace efforts, provide clean water and sanitation, support education, grow local economies, save mothers and children, and fight disease.

Every Rotarian Every Year initiative asks every Rotarian to support The Rotary Foundation every year. In addition to contributing to the Annual Fund on a regular basis, members are encouraged to get involved in a Foundation project or program.

### **Community Service - Identify Community Needs and Provide Solutions**

Vision

Community Service encourages every club member to find ways to improve the quality of life for people in our community and to serve the public interest.

### **Public Image - Tell the World**

Vision

Our club needs to make sure we have a positive public image. Public relations efforts are vital to our club's growth and public service recognition. Every effort needs to be made to ensure that the public is aware of how our club is making a difference in our community and around the world.

Please review the strategic plan prior to the meeting this Friday. Click [here](#) to review the strategic plan, I will also be sending an email with the strategic plan attached. As you will see when you review the plan some of the goals for the themes need additional work and will require assistance from club members to complete. During the Club Assembly we will discuss each theme and briefly touch on the goals of each theme. The goal at this meeting is to review the strategic plan and provide an opportunity for feedback. We will incorporate your feedback into the plan and provide you with a revised draft for review by January 12.

### **Our Exchange Student**

Klara Cadova from the Czech Republic is our Exchange Student and can be reached at [971-599-0641](tel:971-599-0641) (Home), [503-428-0492](tel:503-428-0492) (Mobile), [kl.cadova@gmail.com](mailto:kl.cadova@gmail.com) (email), . Host family is Dagmar Amrein. Let's make sure to keep her busy this year and experience all that Oregon has to offer. Here are just a few ideas:

- Dinner with your family
- Coffee at a local coffee shop
- Pizza Night Out
- Bend
- Oregon Garden
- Silver Creek Falls
- Rose Festival
- High Desert Museum
- OMSI
- Portland Japanese Garden
- Portland Trail Blazers Game
- Volcanoes Baseball Game
- Timbers Soccer Game
- Salem Riverfront Park
- Shopping
- Christmas LightsElsinore Theatre
  - Portland International Raceway

[http://www.ersr.org](#)

[Club Calendar](#)  
[East Salem Rotary Website](#)  
[Vision Facilitation Slides](#)  
[Program Chairs](#)  
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- Keizer
- Salem
- Mission Mill
- Oregon Coast - Aquarium
- Visit a Local University
- Symphony

