



Rotarians and community volunteers pack fresh produce into boxes for distribution to food banks near Seattle, Washington, USA. These activities are organized and funded by Rotary First Harvest, a program of District 5030, connecting farmers, truckers, volunteers and food banks to feed hungry families healthy food in Washington.

Photo by Alyce Henson © Rotary International

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PEOPLE OF ACTION

Some go through life as spectators, others as participants, and then there are Rotarians, who step up to create opportunities for others to get involved. Rotarians are people of action.

2017 is off and running and Rotary International is making sure that all of us can keep up the pace! For starters, R.I. has spiffed up the website with an inviting new look on the homepage emphasizing how we can be changemakers in our communities and as global citizens. In view of all the challenges that the world faces now, Rotarians can take heart, knowing that we have the resources and wherewithal to take action.

The new R.I. [homepage](#) headlines: "People of Action"

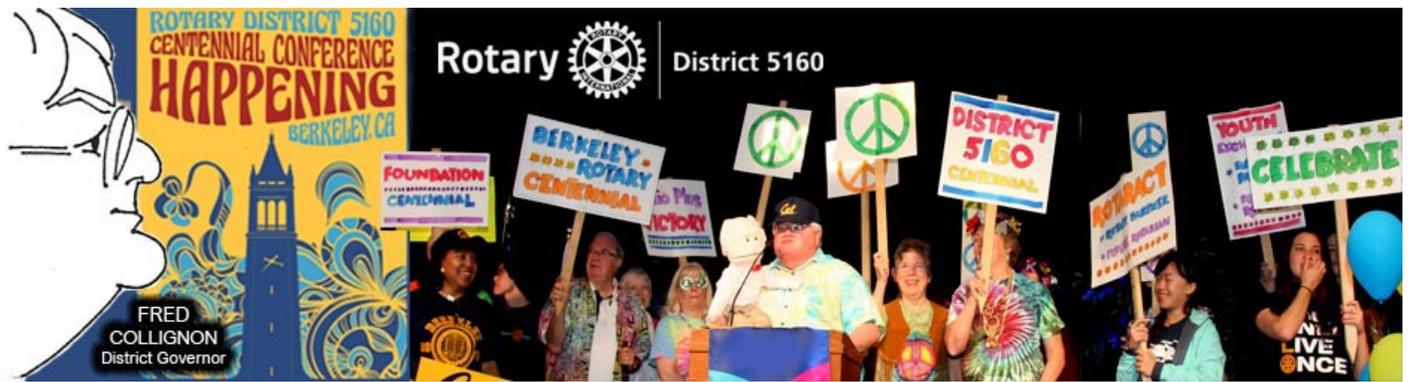
"Rotary is where neighbors, friends, and problem-solvers share ideas, join leaders, and take action to create lasting change.

Rotary unites more than a million people. Through Rotary clubs, people from all continents and cultures come together to exchange ideas, and form friendships and professional connections while making a difference in their backyards and around the world.

Each day, our members pour their passion, integrity, and intelligence into completing projects that have a lasting impact. We persevere until we deliver real, lasting solutions."

The updated Rotary website covers all you need to know to take action as a Rotarian. You can find any avenue of service in any corner of the world! The photo gallery has been improved and offers images of Rotarians around the world working together with local communities and organizations to get the work done wherever needed.

Give yourself a break from all the negative news that consumes the media, and check out the ["News and Feature"](#) page where you will find great stories of all the good that Rotary is doing worldwide. Who knows, you may find an idea that your club could do!



THIS is where it's happening: Berkeley, California, the center of all happenings!
 THIS is when it's happening: March 24 – 26, 2017
 THIS is what's happening: In case you haven't heard...

THE ROTARY DISTRICT 5160 CENTENNIAL CONFERENCE HAPPENING!!!

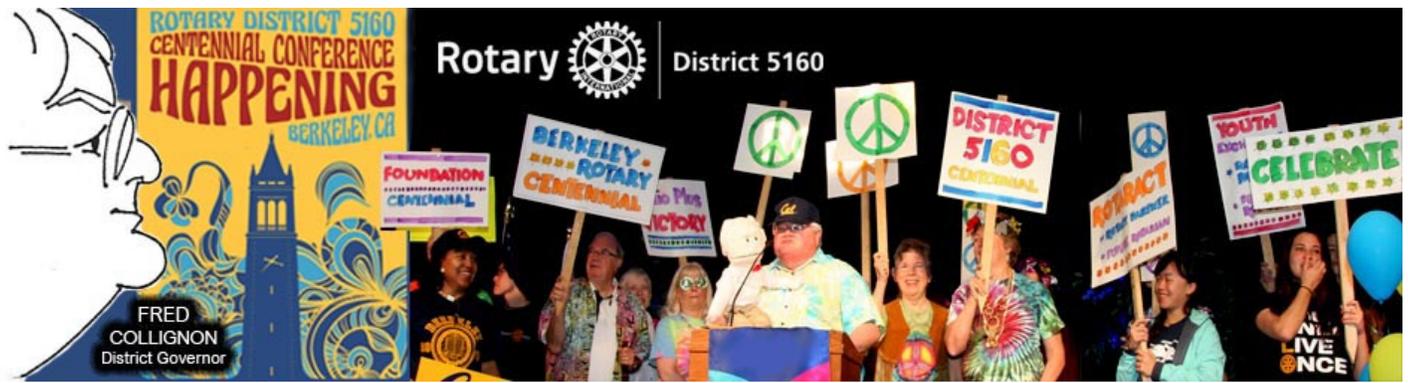
As the above suggests, this is not going to be just another sit-down-listen-up-take-notes conference. Au contraire, this will be a HAPPENING, an event like no other, one to mark the passage of time, a milestone, a centennial celebration! Word is that the conference is selling out fast – so hop over to the District 5160 website and [sign up!](#) (How-to instructions in the box on page 4).

This marquee event takes place at the Hotel Shattuck, corner of Allston Way and Shattuck Avenue in Berkeley, which, by the way, was the original meeting place of Berkeley Rotary, in fact, it was at this very hotel that a few good men, owners of businesses up and down Shattuck Avenue, met on February 9, 1917 for the very first meeting.

The conference actually starts on Friday morning with a menu of events that you can choose from. Please read below for details on each event. Some events carry a nominal fee, others are free. You can [register](#) for any event on the District 5160 website as well as register for the conference itself. The fee of \$125 gains entrance to the conference, three meals on Saturday, breakfast on Sunday, and access to all breakout sessions and top-notch presentations. Registration for the conference ends March 5, 2017. Now, here's what to expect at this HAPPENING 🐾

Of course, there will be a party, but not just any old ordinary get-together, no this party is only what you could "experience" in Berkeley. Get your groove on for the **"Summer of Love" party** at the Marsh Theater on 2120 Allston Way. You can party on from 6:30 PM – 10:00 PM for only \$15 per person. Come dressed up in your favorite '60s costume and prepare to rock the night away to all the great music that the only the '60s could have produced. In the true spirit of peace, love, and all things Rotary, you will have an opportunity to do something for the community while at the party. SPONSOR A BACKPACK for \$20 and help raise money to provide 1,000 backpacks to benefit children in the CASA program living in District 5160. We will be filling backpacks with a teddy bear, blanket, coloring book, crayons and dental kit. CASA (Court Appointed Special Advocates) was created to make sure that the abuse and neglect that some children suffer at home doesn't continue as abuse and neglect at the hands of the system. The backpack you furnish will be given to one of the CASA programs in the district and distributed to a child in foster care between 5 and 8 years old. This backpack may contain their only personal belongings. You will help to make a difference in a child's life.

The "Summer of Love" party is not the only HAPPENING of note during the conference! On Friday morning, why not start your day by doing something peaceful? After all, it is Berkeley, where peace paves the way. Show up at 9:00 AM at Inspiration Point in Tilden Park at the top of the Berkeley Hills. Plan to be inspired as you are led by the Park Service along the Nimitz Trail for about a 45 minute hike to the **International Berkeley Rotary Peace Grove**. While you're gawking at the springtime flora along the way, you can think about Admiral Chester Nimitz, who joined Berkeley Rotary in 1922. After his service to our country in WWII as head of the Pacific Fleet, he returned to Berkeley and often walked along this trail in Tilden, casting flower seeds as he went. We could say that he was the original flower child...



And there's more!

If you've always wanted to wander the campus of UC Berkeley but were not sure where to begin, you can take a guided 90-minute **tour of the world's #1 public university!** UC student guides will cover the history, architecture, university programs, student data, and interesting trivia associated with the state's first public university, established in 1858. The campus tour will begin at 10:30 AM at the west entrance to campus at Oxford and Center Streets. Meet there at the UC Berkeley sign or in the lobby of the Shattuck Hotel at 10:15 where a guide will escort you to Oxford St. The tour is 90 minutes and ends at Sproul Plaza.

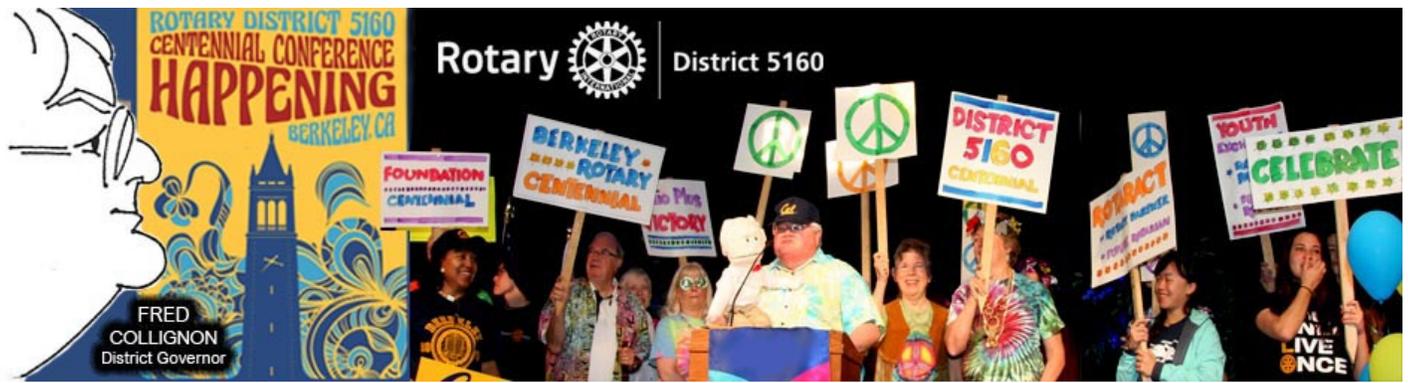
Optional: You can take an elevator ride to the observation platform of the Campanile, the third tallest bell and clock tower in the world. You'll enjoy the sprawling view of the campus, the city, and the Bay Area.

Event cost: \$5.00/person for campus tour; Campanile elevator: \$3.00 (\$2.00 for seniors)

If you're a foodie, you'll want to take the tour of **Berkeley's Gourmet Ghetto**. Please be aware that there are only 15 spots available for this event! Show up at the original Peet's coffee at the corner of Walnut & Vine at 10:00 AM on Friday morning. A walking tour will begin led by L. John Harris, a Berkeley food writer, artist and former cookbook publisher with over 50 years of history in Berkeley's food scene. Stops will be at the key shops and restaurants that led to national and international notoriety as ground zero for a food revolution in the 1970s known as California Cuisine. Harris will tell the back story behind such icons of the ghetto as Peets Coffee, The Cheese Board, Chez Panisse, Saul's Deli, The French Hotel and Poulet. Following the tour, Harris will sign copies of his book "Foodoodles: From the Museum of Culinary History," a memoir of his years in the food scene with over 90 of his cartoons called Foodoodles. Mr. Harris' fee of \$20 for the tour will be donated to the Berkeley Food and Housing Project.

If you need a faster pace than any of the above, grab a bicycle and meet at the Hotel Shattuck at 10:00 AM on Friday morning and join the **Pedaling for Polio** ride! The event is designed for cyclists of any skill level to ride at his/her comfortable pace to raise money to support The Rotary Foundation's goal of eradicating polio. Riding downhill from conference headquarters, riders cross the new, towering Bay Bridge. The 12-mile ride ends at Treasure Island with a stop for your favorite refreshment and food. A motorized support vehicle is available for cyclists to return to the hotel. The round-trip ride is approximately 24 miles. Registration fee is \$15 to cover minimal expenses with net revenue donated to The Rotary Foundation. Riders are encouraged to make an additional donation and ask club members to sponsor his or her ride. For example, donate \$1 per mile from each club member. If the Bay Bridge bike lane is closed, the alternate terminus is Oakland's Jack London Square. This route is a similar distance. Either route, riders will experience Rotarian and cyclist camaraderie while supporting polio eradication, worldwide.

Aside from the Friday extravaganza of fun, you will be treated to two more days of conference events at the Hotel Shattuck where you will hear noteworthy speakers, such as, Rita Moreno, the celebrated actress who has won awards in all categories of entertainment, not to mention her distinction as a Kennedy Center Honoree for her lifetime contribution to American culture. Won't you be curious to hear what she has to say to an audience of Rotarians?



and there's more...

In addition to Rita Moreno, the line-up includes world-class Rotary speakers more commonly heard at President-elect Training Sessions or International Assemblies, such as, District presenters William Wesley and Chau Yoder. Some breakout sessions will be hosted by community leaders outside of Rotary, from business coaches to war veterans who became peacemakers.

Our Young Professionals, Rotaractors, Interactors and Youth Exchange students, will share their social media and technical skills and host a Beer Tasting, which is one of their well-honed talents – and – MUCH MORE!

SIGN-UP!

If you know your DACdb login and password, go to the conference [registration](#) page on the District website.

If you don't know your DACdb login – send an email to our Conference Registrar, Valerie Munoz, vamunoz@comcast.net. She'll be happy to send you an EZ list, customized for you, giving you easy access to registration.

HELP FINANCE OUR YOUTH GROUP LEADERS TO GET TO THE CONFERENCE

While some clubs have generously bought full scholarships for their Rotaract, Interact, and youth leaders to come to the District Conference, more clubs need to step up. Interact leaders in many youth clubs will need at least partial subsidy from their Rotary sponsor clubs to attend, as well as your Rotaract leaders and Youth Exchange students.

Consider splitting the costs with these students, if the club can't afford to pay the full scholarship covering their plenary sessions and meal costs. Interact is staging a full program of training and speakers for Interactors. The Interact sessions include such topics as Leadership, Communication, Why Rotaract? and What is Rotary? Breakout auditorium talks by William Wesley and Chau Yonder will give more in the way of encouragement for our youth.

All breakout sessions launched by any group are open to all in attendance. Rotaract will generally be joining Rotary's breakouts, but teaching one on their own for Rotarians and some for interact.

SO please consider helping the youth in your area get to the conference so they can benefit from all that will be offered.

The Conference Committee will be sending out a full program in the next month.

I look forward to seeing you there,

Fred

Governor's Message

by Fred Collignon



Caricature of Fred Collignon, by noted Berkeley artist, Stan Washburn

Welcome to 2017, a NEW YEAR. While it's a New Year, it's also halfway through the Rotary year; a point where traditionally the next six months have the greatest challenges, such as:

The current President's agenda needs to be completed, including club projects slated for next year. Mid-year is also the time when clubs need to write up their Foundation grant requests. Membership and Foundation goals should be reviewed as well. Plans should be set in place to raise funds for this year's and next year's projects. The President-Elect's schedule gets busier in preparation for the 2017-18 year, filling club roles for that year, and making sure club leaders get the training they need. Our youth programs must have leaders ready-at-the-helm for the coming year.

And in the midst of this activity? We plan for the Spring District Assemblies, so there will be great training, and opportunity to learn from each other. And of course, everyone looks forward to the fun, inspiration, and many rewards awaiting at the District Conference! Mark your calendars for March 24-26 in Berkeley. The conference kicks off with a Friday evening "Summer of Love" '60s party. Some of us were there, some were elsewhere, and some were not even born yet, but nevertheless, this will be a party reminiscent of all the fun and great music that the '60s embodied. And Rita Moreno, multi-award-winning legendary performer, will be the keynote speaker on Sunday. You won't want to miss this! Wondering what else to expect at the District Conference? All the details are on the following pages. What about the Rotary International Conference in Atlanta from June 10-14th? Much is [in store](#), such as, Coretta Scott King and her daughter, Dr. Bernice King, who will speak at the Presidential Peace Conference on the 9th. All are welcome to attend. The second half of our Rotary year has much to offer!

Rotary's theme for December was Disease Prevention and Treatment. Polio Plus is Rotary's most significant world-wise health project. Our District does even more in disease prevention and treatment. At home, many clubs support RotaCare clinics. Other clubs participate at health fairs for community events. We work with the police and schools to make sure teenagers understand the risks associated with alcohol and drugs. We provide nutritious meals and referrals to physical, social and mental health services as we work with the underprivileged in our communities. Abroad, our District clubs are mounting major projects seeking to prevent cervical cancer. We also implement Public Health programs in rural areas to improve medical infrastructure. Our District lends a strong hand for clean water and sanitation projects.

Vocational Service, the January theme, by contrast, is something we often think less specifically about. However, we practice our vocations each day in our work, performing at our very best, following our best ethics and the 4-Way test - truly our major form of vocational service to the community. And we do so much more. The many clubs with youth programs are certainly engaged in such service. We work with schools and local colleges, helping youth and young adults to understand different career options and help them to understand the disciplines and skills needed to achieve success. As well, clubs also are doing vocational service when they fete club members or community members for their vocational work. It's done when we honor an employee or business person of the month, or ask a club member to speak about their career or business, or mentor young working members as they learn particular business skills. We practice vocational service when we help members network with each other about our work and business. Simply giving newer members club roles in planning a service project or performing a key club task is also a form of vocational service. We all know that performing such tasks gives one a chance to stretch our own management skills. Many of us admit we were much less comfortable with public speaking, with persuading and motivating people of different ages and backgrounds, and with our leadership skills before we got the practice that Rotary affords us.

So here's to January. Celebrate your own vocation, use your own skills to further Rotary's cause, and be thankful for your fellow Rotarians who have made similar commitments to do exactly the same.

With a grateful, service-filled, joyous Happy New Year to all,

Fred

What do our Clubs Spend Foundation Money on?

by Fred Collignon

Each year, clubs submit proposals for Foundation funding to the District Grants Committee. Most proposals have multiple clubs participating. There are two pots of money – one the District directly allocates for local projects, and the Global Fund, which has a two-step process for international projects. First, your club must write a grant proposal and get approval from the District, then you submit a more extensive grant to R.I., using the grant application found on the R.I. website. Then you wait while your grant proposal undergoes a thorough review by a cadre familiar with the type of project you're designing and the geographic area where you intend to do the work. Be aware that they will want to know if you have included local citizens in the initial planning process, in other words, are you proposing a project that will be something the local community actually wants? The purpose of the review process is to help your club see the importance of creating a project that will be built to last, meaning, your project must not only be "shovel-ready" but incorporate specific criteria for measuring results, both short and long-term.

All the grants funded by the District the last few years can be found in the [Stewardship](#) section under "Foundation" on the District website. Take a look. You'll be amazed by the wide array of service undertaken by clubs in the District with Foundation funding. And you'll be amazed by how many parts of the world in which our District clubs work with foreign Rotary clubs to implement projects that have a lasting benefit.

Note that the lists posted include the sponsor club (that has responsibility for the accounting), not all the clubs that may be participating with money and labor by their Rotarian members.

Note too that the Foundation-funded service is only a portion of all the service our clubs do at home in the District, but also internationally. Most clubs fund much of their service locally with monies raised by the club directly and kept in club service accounts or endowments. And a good number of clubs also undertake international service projects on their own without Foundation funding help through the District. The latter may be small projects, or they may be projects led by a Rotary club outside our District where any Foundation funding is not coming from our District, or they may be collaborations with non-Rotary groups, or they may be projects not involving money except that contributed by the Rotarians who go abroad directly to deliver a service through their skills and labor.

The 71 stories your Governor wrote on Facebook this fall after visiting each club described a share of what each club is doing in local service. But we still hope to create a list each year on the website of all the international projects going on in the District where any Rotarian could find a project that interests them, and offer to volunteer!

History of Rotary in (about) 40 Minutes

by Dave Wahl

You've probably heard about the "Rotary Minute" series and may even use these quick, one minute videos, during your weekly meetings. But have you heard about the "History of Rotary in (about) 40 Minutes?". These are also a collection of quick, one minute(ish) PowerPoint slides with scripts that chronicle the history of Rotary in a fun and light-hearted way from 1905 through today.

The series was created by the Rotary Club of Brentwood and delivered, one minute at a time, throughout the entire 2015-2016 Rotary year (about 40 meetings for the Monday, noon club). Members took turns delivering each History Minute created by PP Dave Wahl at the request of then-president, Roger Strauss.

The series is available to any District 5160 club that would like to use them to infuse a little history, and a little fun, into each of their weekly meetings. The PowerPoint slides and scripts can be found on DACdb by going to Files>Secure Files>History of Rotary. Contact Dave Wahl at wahlfmly@comcast.net for tips on how to get the most out of these materials for your own club.

Inquiring Minds Want To Know

Has our District received any awards lately?

At the Zone Institute the second weekend of November in Santa Barbara, District 5160's clubs and PDG Ken Courville won several awards for their achievements in 2015-16. This was in competition with 23 other Districts in Zones 25. We won the following:

1st Place ➡ Total Giving to the Foundation's Annual Fund (money coming back for our club projects) \$643,200

1st Place ➡ Highest Rotary Brand Experience Index 68.95 (The index is one of Rotary's new metrics, a measurement of effective public brand impressions, as well as delivery of positive brand experience to new and existing members for 2015-16.)

2nd Place ➡ Paul Harris Society – 165 members

3rd Place ➡ Annual Fund Giving per capita \$188.46

3rd place ➡ Continuity Award for Rotary Brand Experience Index 2011 through 2016. 60.92 (Same index as just described, but measured over 5 years. Kudos were given all five of our Governors over the period – Dave Dacus, Laura Day, Steve Lack, Pamela Gray and Ken Courville.)

Branding and Public Image has joined Membership and Foundation as Rotary's top three priorities. The logic is that "A strong brand and brand experience are critical to retaining our Rotary members, as well as attracting like-minded people to join us, including new members, donors and partners." Surveys were independently conducted of the clubs by the Zone twice last year to measure our progress in the brand revitalization initiative.

Congratulations to PDG Ken Courville, to his PDG predecessors, and to our clubs for individually moving quickly to adopt the new Rotary image and brands.

Recruiting and Retaining Young Professionals in Rotary

by Andrea Ward Keathley, Chair,
District Young Professionals Committee,
Past President Diablo View-Walnut Creek Rotary Club

At each of the two fall District assemblies, the District Young Professionals Committee led two breakouts on how to recruit and retain young professionals as Rotary club members. All the participants contributed their ideas as well as the Committee. Young professionals need flexibility in meeting the requirements of Rotary.

Those attending and many later have asked for a summary of "best practices". Here it is:

- A. **HIGHLIGHT TRANSPARENCY** of the new RI attendance policy.
- B. **GIVE "0% APR"** for new members so they only pay RI dues (not club fees) for a set period of time (ex: 6 months) to get them truly engaged and invested in the club.
- C. **OFFER** a board position to a new member within 2 years of joining.
- D. **PROVIDE** "family" friendly events where possible.
- E. **ENGAGE** the member's spouse and children in Rotary from the beginning! Make sure new YP members know that we hope they enjoy a long-term membership. Assure them that we understand that their commitment will ebb and flow with the tides of life.
- F. **SHOW UNDERSTANDING!** A lot of YPs are getting married, starting families, buying their first homes, etc – understand that if we don't work with their life and schedule they will never join or more importantly, stay and become leaders.

Why Helping Fellow Rotarians to Stay in Rotary Matters

by Fred Collignon

We presented various bits of Rotary research in our previous newsletter, some done by RI and some done by the District. Here are the findings of three other research efforts done by the District or clubs.

Looking back ten years, we could find only two clubs which succeeded in growing in each of five consecutive years. Each club tended to have a net growth of one new member a year. The more common situation is for clubs to have a year or two with major membership loss, acknowledge that they have a problem and make improvements, and then have a few years of good growth. But then growth stops and decline starts again. Of course, there are clubs that decline consistently over time.

In a different study, we examined whether giving to the Rotary Foundation helped or impeded club membership growth. It could help by giving members a sense of Rotary's worldwide impact in service, and a chance to feel part of that achievement. It might hurt because asking members to donate raises the annual cost of Rotary membership. Interestingly, we found that not giving at all to the Foundation was strongly associated with declining membership. Giving a lot to the Foundation, however, was not associated with higher levels of membership growth. Clubs that want to grow need to engage their members in some level of Foundation giving, however.

In a final study, we examined whether a club can grow even while having bad retention. We examined the growth of the Berkeley Club which is our oldest club. Over its first 50 years it grew from zero to around 250 members. Significantly, there was no 5-year period in which the average annual loss of members (non-retention) was not 10% or greater. The club had tremendous growth, in spite of weak retention. Eventually, in the last 50 years, the loss rate annually became well over 10% and membership declined to as low as 102. (It stopped the decline and grew to more than 135 in recent years, though it's again declining.) There's an intriguing memo in the files from the Membership Chair in the late 1990s reporting that the committee once again had inducted 25+ new members over the past year. Yet it is noted that the club had again lost 35+ members, so a major decline in membership persisted. The chair pleaded to have the committee's responsibilities expand to include retention but the Board refused.

Retention has long been a problem among Rotary clubs. Rotary is an organization doing much good in the world. It is our responsibility as club members to reach out and help every member remain in Rotary so that we all can achieve greater personal satisfaction in helping others have a better life, thus lifting all in our community.

Speaking of doing good in the world, how do I Send a Message to Friends and Family about Polio Plus using Social Media?

Would you like to spread the word on your social network so your contacts could help support Polio Plus? Maybe they would like to participate and just don't know how. Leave it to our technically skilled Interactors to show us the way!

Our District Interactors working with Rotarian leader Rebecca Phoung, launched their social media message in October to educate and solicit donations for Polio Plus. They developed this in response to the need jointly expressed by our District for a social media message on Polio Plus that Rotarians, Rotaractors and Interactors could send to their extended family, friends, and co-workers, so that they too, could have the privilege of being part of the victory over polio.

Each Rotarian was sent the social media message by email, since we don't have Rotarians's Facebook addresses. Please check your inbox and send it on to all in your social networks. And when you have a chance, say a word of thanks to the initiative and skills of our Interactors in teaching us some basic social media fundraising techniques. A special thanks to Rebecca Phoung of the Berkeley club for her Interact leadership, and Rotarian Janet Kennedy of the Martinez club, who led the effort.

EDITOR'S PAGE

Inspiring Quotes from Past Presidents of Rotary International

1910-12 Paul P. Harris (Founder of Rotary) Rotary Club of Chicago, Illinois, USA.
Rotary vision: To harness the great power of friendship to help do the world's work.

"Man has affinity for his fellowman, regardless of race, creed, or politics, and the greater the variety, the more the zest. All friendliness needs is a sporting chance; it will take care of itself in any company."

— *A Road I Have Travelled*, THE ROTARIAN, February 1954

Check out our Facebook page!

Want to see photos of events and learn more about the District 5160 clubs? Check out the District Facebook page – “like” it - and you’ll be subscribed.

<https://www.facebook.com/RotaryDistrict5160/>

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Several centuries ago, the Pope decreed that all the Jews had to convert to Catholicism or leave Italy. There was a huge outcry from the Jewish community, so the Pope offered a deal: he'd have a religious debate with the leader of the Jewish community. If the Jews won, they could stay in Italy; if the Pope won, they'd have to convert or leave. The Jewish people met and picked an aged and wise rabbi to represent them in the debate. However, as the rabbi spoke no Italian, and the Pope spoke no Yiddish, they agreed that it would be a 'silent' debate.

On the chosen day the Pope and rabbi sat opposite each other. The Pope raised his hand and showed three fingers. The rabbi looked back and raised one finger. Next, the Pope waved his finger around his head. The rabbi pointed to the ground where he sat. The Pope brought out a communion wafer and a chalice of wine. The rabbi pulled out an apple. With that, the Pope stood up and declared himself beaten and said that the rabbi was too clever. The Jews could stay in Italy. Later the cardinals met with the Pope and asked him what had happened. The Pope said,

'First I held up three fingers to represent the Trinity. He responded by holding up a single finger to remind me there is still only one God common to both our beliefs. Then, I waved my finger around my head to show him that God was all around us. The rabbi responded by pointing to the ground to show that God was also right here with us. I pulled out the wine and wafer to show that God absolves us of all our sins, and the rabbi pulled out an apple to remind me of the original sin. He bested me at every move and I could not continue.'

Meanwhile, the Jewish community gathered to ask the rabbi how he'd won. 'I haven't a clue,' said the rabbi. 'First, he told me that we had three days to get out of Italy, so I gave him the finger. Then he tells me that the whole country would be cleared of Jews and I told him that we were staying right here. 'And then what?' asked a woman. "Who knows?" said the rabbi. 'He took out his lunch so I took out mine.'

