



Reach Within to Embrace Humanity

Volume 1, Issue 6

# Rotary Informer



District 7570

January 2012

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## District 7570 News



Register Now! Go to [Rotary7570.org](http://Rotary7570.org) and click on register. Register before Feb. 14 for an early bird price. For highlights, see the District Conference Overview below:

## 97<sup>th</sup> Annual Rotary District Conference Overview March 16-18, 2012

Friday, March 16

8 AM – 5:30 PM REGISTRATION

2:00 Plenary Session I Highlights

Sounding of the Bell and Call to Order, Janet Johnson, District Governor

Presentation of the Flags of the World

Rotary International President's Representative, PDG Dong-Joon Lee

A Foundation Celebration, Anne Mathews, Rotary Zones 33 & 34 Director Elect

Polio Plus, The Challenge – PDG Malcom Huckabee

Door Prizes

5:30 Reception

Music by The Indigo Trio

Dinner at The Homestead

Bingo for the Family

8:00 Old Irish Pub – Richard Follett, Rotary Club of Strasburg

## Coming Events:

### January

Public Awareness Month

### February

World Understanding Month

### March

Literacy Month

### April

Magazine Month

Continued to pg. 2

## 97<sup>th</sup> Annual Rotary District Conference Overview Continued

Saturday, March 17

REGISTRATION 7:00 – 12:00

8:30 Plenary Session II Highlights

Making a Difference in the World – PDG Jim Pierce, ARRFC Zone 33

Group Study Exchange from

Northern Italy

Czech Republic and Slovakia

Meet the Ambassadorial Scholars

Meet the Youth Exchange from France, Chile, Peru, and Germany

Our Global Impact

“It All Started with a Well,” – Walter Hughes, Rotary Club of Rocky Mount

“Our Caribbean Partners-Making a Difference in Haiti and Jamaica”

PDG Byron Brill; PRID Eric Adamson

“Making a Difference in Kenya,” – Mike Mefford, Rotary Club of Johnson City

Music from Scotland, David Bruce, Rotary Club of Salem

Presentations by the Youth of the Drug and Alcohol Abuse Prevention Speech Contest

Meet the Interact Members

Meet the Rotaract Members

RI President’s Representative PDG Dong-Joon Lee

Door Prizes

12:15 Foundation Celebration Luncheon Highlights

Music by the Virginia Gentlemen

Presentation by former Ambassadorial Scholar, DGN Peter Kyle, District 7630

Foundation Awards

District Awards

2:30 – 3:30 Break Out Sessions

Restoring Mr. Jefferson’s’ House – Poplar Forest, Mr. Travis McDonald, Director

Scotch Tasting

Wine Tasting

Youth Exchange

Rotaract

Training

Secretaries

Treasurers

Rotary Foundation

Membership and Retention

Presidents Elect and Nominee

2:30 – 4:30 Community Project Showcase

See the projects of the Community Project Grant awardees

2:30 – 6:30 Silent Auction

3:30 – 4:30 New Generations Mixer

5:30 – 6:30 Reception honoring RI President’s Representative PDG Dong-Joon Lee and Diane (Music by Anna Bruce)

Dinner at The Homestead

8:00 Coffee House and Basketball Championship Viewing

Sunday, March 18

8:00-9:00 Interfaith Memorial Service – PDG Malcom Huckabee

9:00 – Plenary III Highlights

GSE Presentations from

Bolivia

Tasmania

RI President’s Representative PDG Dong-Joon Lee

Door Prizes

Special Door Prize of The Homestead

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## From the District Governor. . . .

Dear Rotarians and Friends,

Happy New Year! It is a new calendar year but the Rotary year is 6 months old. We have accomplished many good things since July 1 that make our community and world a better place and many highlights of the Rotary year are ahead – visits by GSE teams from the Czech Republic/Slovakia and Northern Italy, the District Conference and numerous service projects of the Clubs of the District.

January is Rotary awareness month which is a part of the Rotary International and District strategic plans to promote the service done through Rotary. We don't do service for the recognition but the awareness of our Rotary service makes a difference and encourages others to join Rotary and be a part of doing good in the world.

I looked for some historical references to our Rotary awareness activities in District 7570 and found surprisingly little mention in the early years of existence except to note that there was a committee of most clubs known as public information, publicity or public relations. In the annual report of 1959 of one of the older clubs of the District, the goals of the Public Information Committee were to maintain close contact with the program chair for advance notice of meetings (no email then), to call all publicity outlets to insure good publicity, to send the club newsletter to all radio and television stations, to ask other committee chairs to report newsworthy events to the public information committee, and to extend publicity to special events as well as club meetings. Many of those goals of 53 years ago are still appropriate for 2012. In 1980, publicity kits were made available by the District to each Club to assist with writing news releases for publicity outlets.

A major change for our work today is found in the "publicity outlets." The name now is "media outlets" and where do we start? On a trip West, I persuaded my spouse we should stop as tourists to see something that was an icon of my adolescent years – the home of Elvis Presley, Graceland Mansion in Memphis. Whether or not you are or ever were a fan of the music of Elvis Presley, the home is an interesting study of life in the 60's and 70's. The living room has three TV's that I estimate to be about 20 inch screens that were installed so that all three TV channels could be watched at the same time. I noted it took some physical exercise to watch TV – no remotes were visible. To reach the media is far more challenging now than the times of 3 TV stations, a couple of radio stations and one newspaper of which nearly all citizens subscribed. In addition to those outlets there are now possibilities with on-line news, electronic magazines, blogs, social media, billboards, web sites and many more than 3 channels by cable or satellite. The clubs of District 7570 are making good use of social media and web sites to reach out and tell the story.

In spite of the many sophisticated ways to increase awareness of Rotary, an article in the January *Rotary Leader*, notes that the most credible way to tell our story is person-to-person. To the question "Why did you join Rotary?" the most frequent answer is "Someone asked me." A simple act of awareness that we can do is to wear the Rotary pin and be ready when someone asks "What is that?" There are many resources for Public Awareness by going to Rotary.org and search for public relations. You may also go to your profile and click to receive the biweekly PR tips publication.

Thank you for your service done through Rotary and your club. Together we make a big difference locally and internationally. I sign off this month with a special "awareness promotion" to plan to attend the 2012 District Conference March 16-18. Additional information may be found in this newsletter.

Yours in Rotary Service,

*Janet Johnson*

District Governor 2011-12



### Looking Back . . . . January 14, 1915

Kansas City was accorded the honor of making and flying the first of the new International Rotary flags. The ceremony took place at 11 o'clock of January 14<sup>th</sup> on the roof of the Baltimore Hotel with vice president Cornell substituting for President Mulholland who was unavoidably detained. It is expected that the official flag will be seen on all meeting days of local clubs reminding Rotarians of Rotary Day.

*The Rotarian, Volume VI No 2, (inside cover and p. 24).*



## The Rotary Foundation



Leader Jaroslav Zajíc



Marcela Seifrtová



Juraj Vrbik



Veronika Sassmanová



Jan Vebr

## Four ✓'s and a Slav!

Submitted by: GSE Chair Ernest Bentley

Six weeks from now our district will welcome two incoming Group Study Exchange teams. The teams will spend an intimate month in D7570 living in our homes, exploring each team member's vocation as it is practiced in the States, attending local Rotary Club meetings and sightseeing.

More than a year ago District Governor Janet Johnson arranged for our district to exchange GSE teams with D2240 in the Czech and Slovak Republics and with D2030 in northern Italy. Over the Christmas/New Year holiday period we began to learn about our future guests. This month's newsletter introduces the incoming team from D2240.

D2240 originally encompassed Czechoslovakia. After the division into two separate countries RI decided to maintain D2240 across both new nations. Thus the incoming team contains members from both countries.

The team will be led by Jaroslav Zajíc. Jaroslav is married with two grown children. He is self employed but worked many years as a manager of a railroad car manufacturing company. He has studied at Cornell University as well as in Germany and Japan.

Three team members come from the Czech Republic. Marcela Seifrtová, a single female chemist specializing in pharmaceutical research. She is interested in visiting university and commercial laboratories specializing in pharmaceutical research. Jan Vebr is a single male architect. He would like to visit architectural design firms in our district. Veronika Sassmanová is a single female specializing in gasification, pyrolysis and technology for waste treatment. The lone Slovak team member is Juraj Vrbik, a married man specializing in automotive manufacturing and particularly interested in restoration of old vehicles.

The team arrives Friday, March 2, in Roanoke and will be whisked to Front Royal to begin their tour. During their stay in D7570 they will visit the entire length of our district. If your area is not on their schedule, you can still meet the incoming team members at the District Conference at The Homestead March 16-18. They depart from Roanoke Saturday, March 31.

Contact D7570 GSE chairman Ernie Bentley (Ernie@swva.net) for more information about the team's schedule during March.



EVERY  
ROTARIAN  
EVERY  
YEAR  
JEDES JAHR EINE SPENDE

## The Rotary Foundation

EVERY  
ROTARIAN  
EVERY  
YEAR



- Build peace
- Prevent disease
- Provide clean water
- Improve health
- Promote literacy
- Support community development

## New Year's resolutions

Enroll in Rotary's recurring giving program.

Sign up at [www.rotary.org](http://www.rotary.org), and make *doing good* a resolution you can keep.



Scan to contribute



[www.rotary.org/contribute](http://www.rotary.org/contribute)

## Around the District

### *Western Virginia and Northeastern Tennessee*



AG Aneita Bryant



AG John Harty



AG Beth Pline

### Three New AGs named for Rotary 2012-13

Submitted by: DGE Woody Sadler

Three new AGs have been appointed for our next Rotary year beginning July , 1, 2012. In Area 1, Aneita Bryant will replace DGN Ron Mabry as the AG. Aneita is a former president and member of the Front Royal Club and has been active at the chair of the District Interact committee. Beth Pline will replace AG Earline Orndorff in Area 8. Beth is the current president of the Roanoke Downtown Club and has been an active member of the District Training Committee. John Harty will replace AG Peter Holler in Area 12. John is a member and past president of the Bristol VA-TN Club and currently serves on the Foundation Scholarship Committee. The new AGs bring a lot of Rotary knowledge and experience to their new positions in the district. Their leadership will be a valuable asset as we move forward into our district's 99th Rotary year.

### We've arrived in Northern Ghana

Submitted by: Rotarian Walter Hughes Jr.

I have a lot of "Rotary news" from this trip, but it will have to wait for another update. It seems that things just get done with the prospect of "Walter" coming. We also seem to be making progress toward seeing the completion of many prior clean water grants. We are also seeing a lot of success against the neglected tropical disease called Buruli Ulcer. This trip is weighted more toward my passion to share the love of Jesus Christ, but I did attend the Accra East Rotary Club meeting only after a few hours from landing in West Africa. I've also visited several Rotary projects. I am also starting to discuss and plan our next medical and clean water grant focused on Buruli Ulcer.

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# Around the District

## Western Virginia and Northeastern Tennessee

### Rotary Club of Nelson County reviews activities of the club

Submitted by: Rotarian Jim Hall

The Rotary Club of Nelson County held its first Pancake Day at Calvary Baptist Church in Lovingston, on election day, serving meals from 6:30 AM until 8 PM. Volunteers helped from the local high school Interact Club and members of Amherst Rotary Club. Monies were raised to support a community in El Salvador, Nelson County Pantry and a scholarship for a senior at Nelson County High School. Martha Warring served as chairperson. Pancake Day was a success and Nelson Rotary plans to have the event annually.



**Christmas Social and Gifts:** Nelson County Rotary conducted their annual Christmas social and to bring gifts for needy children. Judy Smythers and Gloria Ashley co-chaired the gifts program by working with the Nelson County School Board. Each Rotary member provided gifts for at least



Also during the Nelson County Christmas social, Martha Warring, chairperson Pancake Day, held on Nov. 8 election day, presented a check of \$1,000 to John and Jonna Clarkson (left), whose purpose is to help the impoverished people of El Salvador, especially the children. Mrs. Clarkson said, "... the mission has built a church/community center, clean water systems in two communities, purchased a community truck, built a corn grinder, provided seed and irrigation for a community field to replace devastating food crop loss caused by flooding, sponsored children for education, and provided Christmas presents for all the children. We take mission teams with us, stay in Taura, and build relationships with the people. The people tell us that they appreciate the projects that improve their lives, but the fact that Christian brothers and sisters in Virginia care to visit them means the most to them. They were forgotten people; now they no longer feel alone. None of the homes in the Taura/Rancho area have indoor plumbing; most have outhouses. A local health official told us of the need for outhouses for 36 families who either had none and were digging a hole, or they had crumbling, improper ones. Since they use water from nearby shallow wells, this is an extreme health hazard. Funds will be used to begin to address that serious need." Recently the entire community was destroyed by flooding, so the people's needs are great.



**Pancake Day Fork:** Martha Warring, chairperson of the Nelson County club's Pancake Day gave a fork with a pancake to Judy Smythers for her hard work. In addition to Judy working the entire day, she traveled the day before to every Walmart she could find to get the desired sausage that was needed.



**RYLA Attendees:** Nelson Rotary hosted the Nelson County High School students attended RYLA at Virginia Tech in December. Club president Joanne White, President Chris Chris Baker, Katelyn Deane and Richard Rice. Chris Baker and Katelyn Deane told of their experiences during Leadership Training at RYLA. Certificates were presented to each student. Rotary Youth Leadership Awards (RYLA) is Rotary's leadership training program for young people.

# Around the District

## Western Virginia and Northeastern Tennessee

### The Object of Rotary

The Object of Rotary is to encourage and foster the idea of service as a basis of worthy enterprise and, in particular, to encourage and foster:

**FIRST:** The development of acquaintance as an opportunity for service;

**SECOND:** High ethical standards in business and professions, the recognition of the worthiness of all useful occupations, and the dignifying of each Rotarian's occupation as an opportunity to serve society;

**THIRD:** The application of the ideal of service in each Rotarian's personal, business, and community life;

**FOURTH:** The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the idea of service.

### Rotary's Four-Way Test

of things we think, say, or do:

- Is it the **TRUTH**?
- Is it **FAIR** to all concerned?
- Will it build **GOOD WILL** and **BETTER FRIENDSHIPS**?
- Will it be **BENEFICIAL** to all concerned?

### Salem's Donations Exceed \$51,000

Submitted by: Rotarian Lenora Downing

The Rotary Club of Salem recently donated more than \$51,000 to charitable and community enhancement projects in the City of Salem and Roanoke County.

These monies were raised during 2011 through the major fund raising projects; the Old Dominion Athletic Conference men's and women's basketball tournament at the Salem Civic Center, and the annual Olde Salem Days event held the second Saturday in September. The club normally experiences nearly 100 percent membership participation in both of these projects.

The Rotary Club of Salem 2011 grant recipients from ODAC receipts totaled \$27,000 and were distributed to the following causes: Apple Ridge Farm, Bradley Free Clinic, CHIP, Goodwill Industries, Rescue Mission, Salem Food Pantry, Feeding America, Our Lady of Perpetual Help Haiti Project, Roanoke Area Ministries, Bethany Hall, Children's Trust, Salem Needlework Guild, Health Focus of Southwest Virginia, West End Center and YMCA Salem.

The following distributions totaling \$24,200 were made out of the Olde Salem Days income: Hospital equipment in Romania, Canes and shoes for the children in the Philippians, Shelter Box disaster relief kits, Challenger Little League, Salem Rescue Squad, Salem-Roanoke County Chamber of Commerce and Salem-Rotary Dog Park. Additional funds from Olde Salem Days were also used to support the club service project Christmas for Kids.

The club also shared some \$650 from a joint city/club StarBBQ fundraiser with an Area 8-wide Military Families Support Golf Outing, Salem Historical Society and Eagle Scout project on the Rotary River Walkway (part of the Roanoke River Greenway).

**Marion's Breakfast with Santa:** The Marion Rotary Club of Marion extended its annual invitation to a certain resident of the North Pole to attend their annual Breakfast with Santa. Santa and his number one elf, Jingles, came to Marion Dec. 10 to visit the boys and girls at The Restaurant at Hungry Mother State Park. Breakfast was served, children visited with Santa and each child received a gift of several books from Santa and the Rotary Club for their reading enjoyment. Submitted by: Rotarian Russ Hauver



# Around the District

## Western Virginia and Northeastern Tennessee

### Front Royal Delivers 165 Christmas Baskets

Submitted by: Rotarian Bill Wilson

The Rotary Club of Front Royal delivered 165 boxes of food to needy families through its "Doc" Smith Christmas Basket program Dec. 16. On Dec. 15, volunteers including club members, Front Royal United Methodist Church Youth Fellowship, Front Royal Christian School Interact Club and the Riverfront Christian Academy Interact Club, along with other community volunteers, helped pack up donated food items into gift boxes that were either picked up or delivered Saturday.

According to committee chair Bret Hrbek, "The goal of the "Doc" Smith Basket program is to provide basic food staples to families in need in the community to make sure that they can have a traditional Christmas dinner."

The "Doc" Smith program began in Front Royal in 1916. It was started by Edgar C. Smith, Chief of Police, who was most commonly referred to as "Doc" Smith. The program was named after him based on his continued service to those in the community that were in need. Each year, baskets are provided for approximately 125-175 families throughout Warren County.

Hrbek added that, "I really want to thank all of those who donated food items, cash and/or their time for the project. Through this project we have directly impacted the lives of approximately 424 people in our community." The list of donors includes food donors: Cub Scout Pack 143, Harmony Place, Edward Jones Employees, Students of Warren County Public Schools and Rotarians. Money and other supplies were donated by: Dunkin Donuts, Martin's, Apple House, Jean's Jewelers, Royal Oak Animal Clinic, Natural Results Chiropractic, Front Royal United Methodist Women, Beta Sigma Phi Sorority, Front Royal Rotary Club and Members.

According to club president Betsy Blauvelt, "This is one of the more exciting and personally fulfilling projects that we work on each year."



**Loading Many Boxes:** Rotary President Betsy Blauvelt and Club Member and Volunteer Cory Michael (L) and Committee Chairman Bret Hrbek (R) taking a break from loading vehicles with boxes of food

### Woodstock's Shrimp & Catfish – March 24

Submitted by: Rotarian Annette Petrick

The Rotary Club of Woodstock's major fund raiser, a Shrimp & Catfish Dinner, will be held at the National Guard Armory, Hoover Avenue, Woodstock, Saturday, March 24.

Some 400 local residents have attended each of the five previous shrimp & catfish dinners sponsored by the club. The meal of boiled, seasoned shrimp and fried catfish is professionally prepared by seafood chefs and served by Rotarians. Benefactor of the fund raiser will be the Woodstock Free Clinic where a new dental examination room is planned for 2012. Details of the event and tickets will be available from members of the Club in January and will appear on the Facebook page of the Rotary Club of Woodstock.

### New Market Rotary Club Supports Children's Program

Submitted by: Rotarian Larry Strawderman

For the past 17 years, Linda Thompson has sponsored, with the help of the community and service clubs, a Christmas party for Handicapped and Special Needs Children in Shenandoah County. This year, New Market Rotary made a gift of \$200 to the event held Dec. 11, at the Toms Brook Fire Hall. The funds go toward a gift for each child, supplies to make crafts at the party, refreshments and a picture of each child with Santa which they can take with them. This year the Christmas party brought joy to 172 children.

## Around the District

### *Western Virginia and Northeastern Tennessee*

#### Unicoi County Noon Rotarian has great Rotary moments

Submitted by: Rotarian Dennis Bokemeier

During 2011, Rotarian Dennis Bokemeier of the Rotary Club of Unicoi had two great Rotary events. The first event was the ceremony to induct his daughter, Gretchen Cross, into the Freeport Noon Rotary Club of Freeport, IL, District 6420. Before retiring to Tennessee, Dennis was a member of the Freeport Rotary Club for 32 years.

With her induction, Gretchen represents a fourth generation in her family to become a member of the Freeport club. Gretchen's great-grandfather Isaac P. Gassman was a Charter Member (1918), her grandfather George Gassman, and her father Dennis Bokemeier, were both long time members. Gretchen has been a Paul Harris Fellow since 1996.



#### Inducts Daughter into Rotary:

Unicoi County Rotarian Dennis Bokemeier (right) recently inducted his daughter, Gretchen Cross into Rotary. From left are sponsor Cathy Lyden, Gretchen, and her parents Susan and Dennis Bokemeier.

The second event took place in Duseldorf, Germany, when Dennis and his wife, Susan were visiting their German son Tobias Hahn and his wife Elka. Tobias had been a Rotary Exchange Student living with the Bokemeier family in 1995. Tobias has been back to visit many times and the Bokemeier family has been to Germany several times, including a trip for Tobias and Elka's wedding. Tobias and his wife Elka are now the proud parents of a one-year-old baby girl, Antonia.

During a evening Rotary make-up meeting Dennis and Susan presented Tobias with a Paul Harris Fellow for Antonia, as a birth/one year old gift. It was an evening meeting and Antonia was home in bed, so Tobias accepted the award on his daughter's behalf.

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# Rotary Leadership Institute

## Incoming Presidents take RLI Training at Bristol event



Ten District 7570 presidents-elect and/or presidents-nominee fulfilled the new district requirement to complete Part 1 of Rotary Leadership Institute Jan. 7 at a special session held at Virginia Intermont College, Bristol.

Participating in the seven- hour session were: Russell Adkins of the Rotary Club of Kingsport; John Bickey of the Rotary Club of Abingdon; Shelley Bouillette of the Rotary Club of Johnson City – Noon; Joyce Crockett of the Rotary club of Bristol VA-TN; Sandra Fisher of the Rotary Club of Abingdon; Tim Jones of the Rotary Club of Johnson City Evening; Gary Michael of the Rotary Club of Scott County; Con Sauls of the Rotary Club of Bristol Morning; Tyler Tetrick of the Rotary Club of Elizabethton; and Richard Torbett of the Rotary Club of Johnson City – Noon.

### RLI Part 1 participants work on mock Rotary Project




The RLI session was a special event for presidents-elect in the southwestern section of the district. Other incoming presidents have met the requirements to complete RLI Part 1 at Harrisonburg for the northern section of the district. This was part of the regularly scheduled RLI program. Incoming presidents-elect from throughout the district will have another opportunity to complete Part 1 when a full RLI program (with Parts 1, 2 and 3) is presented at Blacksburg Saturday, Feb. 4.

Past District Governor Pat Combs, District Governor-elect Woody Sadler and Regional Coordinator Earline Orndorff were present for the session along with three RLI facilitators, PDG Ron Ferrell, Tarek Moneir and Bill Orndorff.

If it's important to *you*,  
it's important to us.

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- Community
- International
- New Generations

# District Alumni & New Generations



## Our District's Alumni – zAlumni Club

### District 7570's New Alumni Coordinators

Submitted by: Rotarian Sandi Mabry

Say hello to your club's new Alumni Coordinator at your next meeting. A few months ago, Governor Janet asked all clubs in District 7570 to assign a club member to become an Alumni Coordinator, to work closely with the District Alumni Committee. Its goal? To keep in touch with our District's Rotary Alumni.

According to the 2006 Report on the Recruitment of RI and TRF Alumni as Prospective Rotarians, Rotary programs produced over 100,000 alumni yearly. These programs not only attract the best and brightest young people, they also produce individuals with a commitment to leadership, service, and international understanding.

Our District believes that because of their previous experience with Rotary and their dedication to Rotary's values, these program alumni should make great Rotarians and future community leaders. According to the study, a large percentage of both current program participants and program alumni are interested in joining a Rotary club. Overall, 84% of current program participants and 66% of program alumni are interested in joining Rotary. However, for some now is not a good time for them, and the top two reasons given are:

1. Too many other commitments / not enough time for Rotary
2. Cannot make attendance at weekly meeting

Nevertheless, many of the respondents still expressed an interest in participating in Rotary activities, and even more indicated that while they are not ready to join at this point in time, for whatever reason, they might be interested in joining in the future. It is this interest that makes the Alumni Coordinator's job so important.

So how can we help keep these Alumni in our District 7570 family until they are ready/able to become Rotary members? Part of your Alumni Coordinators job is to keep updated information on the Alumni addresses/phone numbers, and help the clubs try some of the following steps to keep in touch with the Alumni that their clubs sponsored and/or with Alumni that live in their area closest to their clubs:

1. Invite Alumni to visit or speak at club meetings.
2. Enlist the help of the Alumni with the club's service projects.
3. Encourage Alumni to help their sponsoring clubs to recruit future participants in the program that they participated in.
4. Invite Alumni to annual club celebrations.
5. Add Alumni to your club's newsletter mailing list.
6. Host an annual Alumni event honoring them.

The current 5 year plan of your District Alumni Committee was developed in May 2011, and we are now beginning to enter data into the ZAlumni Club to pass along to the Alumni Coordinators for follow up.

#### Year 1-2

- a) Begin to educate the District Clubs regarding the need to keep in touch with our valuable Alumni resources.
- b) Gather Alumni names onto an Excel sheet, at first including GSE & Ambassadorial and Peace Scholars.
- c) Develop an Alumni Club (zAlumni on our website) and enter data as a resource for the District Clubs.
- d) Ask each club to appoint an Alumni Coordinator to work with the District Committee in order to keep the demographic data up to date yearly.
- e) Once the Alumni information is entered and verified, Alumni will begin to receive our District Newsletter.
- f) The District Newsletter *Rotary Informer* will have a section devoted to Alumni.

Continued on pg. 9

# District Alumni & New Generations



## District 7570's New Alumni Coordinators Continued

### Year 3-5

- a) The Alumni list will expand to include other Alumni such as Interact Rotaract, other scholarship programs, Youth Exchange, etc.
- b) The Alumni Committee will begin assisting the District Alumni in developing an actual District Alumni Club with the goal of having it run by the Alumni by year 5.
- c) The Alumni Committee will begin to engage the Alumni at a District Level with: participation in welcoming visiting GSE/ VTT teams, and Scholars into our District; assistance in training our outbound GSE/VTT/Scholars; assistance with organizing/ supporting our Districts Youth Groups such as Youth Exchange, RYLA, Interact, Rotaract; giving financial assistance to District projects through their own Alumni Club projects; serving on selection committees for programs with which they are familiar.
- d) The Alumni will be participants in our District Conference with workshops/activities geared towards them specifically.
- e) The Alumni will be participants in Rotary's International Conferences.

Of course, your Club Alumni Coordinator cannot do this without the help of each of their club members. So at your next meeting, after saying hello to your Coordinator, don't forget to reach out and pat them on the back, thank them for being willing to step up and help us keep our Rotary Alumni as part of our family, and offering to give a hand.

## New Generations

### New Area 8 club has 30 charter members

Submitted by: Aaron Garber, Salem Project Leader

The New Generations club, which is sponsored by the Rotary Club of Salem, now has 30 charter members and is finalizing paperwork to send to Rotary International. This club, the first New Generations club in our district, will be presented with their charter on Saturday morning at District Conference. The official name of the club will be The Rotary Club of the Blue Ridge – New Generations pending RI approval. The club meets at 6:00 p.m. at 202 Market in downtown Roanoke. Meetings are bi-weekly on Wednesdays and the club is already involved in service projects and fellowship-building events.

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# District Alumni & New Generations



## New Generations

### Reach out to Rotary alumni in your community

Reprinted from Rotary PR

Three ways clubs can turn New Generations participants into the next generation of Rotarians fellows over the next three years, whom clubs and districts can tap for advice and help on their service projects. 3. Make Rotary relevant. Sturgeon concedes that the hardest part of selling Rotary to a busy young professional is that it is asking for yet another commitment. But the opportunity for community involvement is a big draw. "Alumni want their commitment to make a difference," he says. And Kyle suggests making sure that your club's meeting topics are relevant to alumni careers and interests. Find more tips for making an alumni connection for clubs:

**DEADLINES:** March 1 for early-registration rate for 2012 RI Convention and for purchasing convention and preconvention events tickets online; March 2 for group housing participants at the 2012 RI Convention to provide names to Experient; March 10 for clubs to report officers through Member Access; March 15 for club presidents to submit completed Changemaker Award certification forms (including forms for any qualifying Rotaract or Interact clubs they sponsor) to their district governor; March 31 for Matching Grant requests of US\$25,000 or less ... for submissions to The Rotarian's annual photo contest

**OTHER NOTICES:** Club presidents-elect should be registered for the presidents-elect training seminar (PETS). Incoming presidents, secretaries, treasurers, and committee chairs should be registered for the district assembly. Incoming club presidents and membership committee members should be registered for the district membership seminar. Before attending PETS, club presidents-elect should complete the club assessment section and draft annual goals in the Planning Guide for Effective Rotary Clubs. Presidents-elect and other incoming club leaders should further refine these goals at the district assembly, seek approval from the incoming board, and submit the goals to the assistant governor by July 1. What would our clubs look like if we invited every former Rotaractor, Rotary Foundation Ambassadorial Scholar, and Rotary Youth Exchange student to join Rotary? Hundreds of talented, dedicated, and energetic young men and women participate in these Rotary programs annually. Yet, less than 3 percent of program alumni are Rotary members. "We recognized them as exceptional young people — even spent time and money to educate and send them to other countries as Rotary ambassadors. Aren't these the very people we want as Rotarians?" asks Rotary coordinator Judi Beard-Strubing. Consider these approaches to recruiting alumni:

1. Reconnect. "Constant networking and reconnecting" are key to recruiting alumni, says Peter Kyle, a former Ambassadorial Scholar. Kyle, who chairs the Rotary Foundation Alumni Advisory Committee, organized a monthly happy hour to reach out to alumni living in the Washington, D.C., area. One-third of the attendees are Rotary program alumni, and the hope is that this eventually will become a new club.

2. Network. "Rotary calls it vocational service and fellowship. We call it networking," says Daniel Sturgeon, a former Rotary Peace Fellow and a member of the Rotary E-Club of Southwest, USA. "And it's very important to (alumni)." Sturgeon's club is taking the concept one step further by creating a network of peace experts. The club's goal is to recruit 50 peace fellows over the next three years, whom clubs and districts can tap for advice and help on their service projects.

3. Make Rotary relevant. Sturgeon concedes that the hardest part of selling Rotary to a busy young professional is that it is asking for yet another commitment. But the opportunity for community involvement is a big draw. "Alumni want their commitment to make a difference," he says. And Kyle suggests making sure that your club's meeting topics are relevant to alumni careers and interests.

## Membership & Attendance for December 2011 Clubs in District 7570

Club	Members 6/30/11	Members Current	YTD-Chg	Chg From Last Mo.	Meetings Held	Average Attend%	ATT % Rank
Abingdon	71	67	-4	1	4	67.00	57
Altavista	24	23	-1	-1	3	76.80	35
Amherst	36	36	0	0	4	68.06	55
Bedford	12	16	4	0	2	71.85	45
Blacksburg	115	120	5	1	3	88.32	13
Bluefield	31	28	-3	-2	4	75.00	37
Bridgewater	44	43	-1	-2	2	53.72	74
Bristol Morning, Va.-Tn.	30	27	-3	-1	4	40.50	83
Bristol, Va.-Tn.	125	132	7	0	4	64.70	61
Broadway-Timberville	34	30	-4	-4	3	94.32	5
Buchanan	12	13	1	0	2	76.92	33
Buena Vista	9	7	-2	-2	3	83.00	18
Chatham	42	42	0	0	3	82.35	19
Christiansburg	16	16	0	0	3	77.08	32
Christiansburg-Blacksburg	68	64	-4	0	3	72.60	42
Clarke County	43	42	-1	0	3	61.40	66
Covington-Hot Springs	39	36	-3	0	1	67.70	56
Danville	75	73	-2	-1	3	55.09	73
Danville-Riverview	116	116	0	0	3	72.33	43
Elizabethton	30	32 (Nov)	2	n/a	0	0.00	84
Floyd County	22	21	-1	0	2	71.43	47
Forest	20	17	-3	-1	2	94.13	6
Frederick County	44	46	2	0	4	99.30	3
Front Royal	105	108	3	1	3	82.13	22
Galax	20	19	-1	0	3	42.00	82
Giles County	11	12	1	0	4	70.83	50
Glenvar	14	14	0	0	3	85.71	15
Greeneville	28	30	2	0	2	70.00	51
Greeneville-Morning	12	11	-1	0	0	84.00	17
Harrisonburg	176	173	-3	1	3	68.65	53
Harrisonburg-Massanutten	42	41	-1	1	4	82.24	21
Henry County	19	20	1	0	2	74.20	38
Hillsville	29	26	-3	-1	4	88.89	12
Johnson City	155	160	5	4	3	75.99	36
Johnson City Evening	25	23	-2	0	3	80.80	25
Johnson City, TN Morning	38	35	-3	0	4	44.90	81
Kingsport	103	101	-2	-2	4	62.15	64
Kingsport-Downtown	39	37	-2	-1	4	60.00	70
Kingsport-Sunrise	18	19	1	0	3	77.19	31
Lexington	42	37	-5	0	2	73.86	40
Lexington Sunrise	59	62	3	0	4	79.46	28

Club	Members 6/30/11	Members Current	YTD-Chg	Chg From Last Mo.	Meetings Held	Average Attend%	ATT % Rank
Linden	38	37	-1	-1	2	92.96	8
Luray	36	35	-1	0	3	79.17	29
Lynchburg	71	68	-3	0	2	55.35	72
Lynchburg-Morning	45	45	0	1	4	48.59	80
Marion	41	42	1	0	4	53.40	75
Marion-Morning	32	31	-1	0	5	61.29	67
Martinsville	35	38	3	0	3	71.84	46
Martinsville UpTown	14	17	3	0	3	100.00	2
Montgomery County	22	23	1	0	2	74.00	39
Mountain City	16	16	0	0	1	66.66	58
Mt. Jackson-Edinburg	23	19	-4	0	3	64.91	60
Nelson County	23	22	-1	0	3	73.00	41
New Market	33	32	-1	0	4	80.47	26
New River Valley (Dublin)	10	8	-2	-2	3	50.00	79
Pulaski	36	32	-4	-2	0	53.06	77
Radford	9	8	-1	0	2	60.00	69
Radford (Noon)	33	34	1	0	2	88.00	14
Richlands	15	15	0	0	2	53.33	76
Roanoke	43	41	-2	1	1	61.11	68
Roanoke Valley (Roanoke)	24	27	3	0	4	76.85	34
Roanoke-Downtown	37	38	1	1	2	62.86	63
Roanoke-Hollins	8	7	-1	0	2	78.56	30
Rockingham County	31	32	1	0	4	58.10	71
Rocky Mount	45	47	2	0	3	68.62	54
Russell County	24	19	-5	0	4	72.00	44
Salem	133	135	2	1	4	71.30	48
Scott County	29	28	-1	0	2	90.38	11
Smith Mountain Lake	31	30	-1	0	2	93.00	7
Staunton	90	89	-1	3	4	92.92	9
Staunton-Augusta County	36	36	0	0	4	92.02	10
Strasburg	25	24	-1	0	3	65.30	59
Stuart	34	31	-3	-1	2	100.00	1
Tazewell	34	31	-3	0	3	64.52	62
Tri-Cities at Bristol Motor Speedway	15	14	-1	0	3	71.20	49
Unicoi County	18	16	-2	0	3	50.00	78
Washington County	33	33	0	0	2	62.12	65
Waynesboro	71	74	3	1	4	94.32	4
Waynesboro-East Augusta County	24	24	0	-1	4	81.00	24
Winchester	182	181	-1	-1	4	81.68	23
Winchester's Latest	25	25	0	1	2	85.58	16
Woodstock	62	61	-1	0	4	82.27	20
Wytheville	71	68	-3	0	4	69.90	52
Wytheville Morning	20	26	6	0	3	79.49	27
<b>Totals, Net Gain, Avg</b>	<b>3670</b>	<b>3634</b>	<b>-36</b>	<b>-40</b>	<b>2.95</b>	<b>72.86%</b>	

Attendance:

83 of 84 clubs reporting

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**“Informer”**

**Deadlines**

**All Submissions:**

7<sup>th</sup> of month  
via e-mail attachments

**Articles:** MS Word doc.

**Photos:** jpeg,  
limit 2 per article

**Attendance:**

10<sup>th</sup> of month

**Publish Date:**

On or by 15<sup>th</sup> of month

**Rotary Informer**

7570 Newsletter

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**Mark Your Calendar For These Upcoming Important Dates:**

**February 1, 2012**

Deadline for District Awards  
To Awards Committee

**March 16-18, 2012**

District Conference 2012  
The Homestead, Hot Springs, VA

**February 19, 2012**

Gold Club Reports  
Due to Assistant Governors

**April 12-14, 2012**

President Elect Training Seminar  
Inn at Virginia Tech, Blacksburg,  
VA