

# DistrictMessenger

[www.rotary6250.org](http://www.rotary6250.org)



## Service Above Self



**District Governor Deb Severson 2005-06**

**January 2006**

### *Governor's Corner*



**Rotary Awareness**

Is it NOT amazing that we belong to THE greatest service organization in the world, with 1.2 million Rotarians worldwide and yet our neighbors, friends, families and co-workers do NOT know about Rotary?

A goal this year of RI President Carl-Wilhelm Stenhammer includes sharing the public image of Rotary. He has asked us to get the word out, and we have made great strides, not only around the country but throughout District 6250.

Media attention and a stronger focus from all of you have provided our communities with information about the service that is provided by Rotary. Congratulations to all of our clubs.

How we communicate the story of Rotary can include but is not limited to our club bulletins, local press and media, billboards, signage and web sites. I recently scanned the District 6250 web site, [www.rotary6250.org](http://www.rotary6250.org) finding thirteen of our clubs with their own local web site. That is a significant increase from just a few years ago.

Pictures are worth a thousand words as the saying goes. Emotions are aroused by pictures that capture a moment in time that will last forever. Tears of joy, tears of sadness, laughter, accomplishment, sharing love, dreams and providing help to those in need are all frozen by one little click of the camera button.

The pictures of what you do every day in your clubs tell others how important Rotary is to our communities and the world.

Share your pictures with others. Tell your stories. Make others aware of what we do.

As we begin the second half of this Rotary year I would like to remind the clubs to attend the District Assembly, scheduled for April 22, 2006. All Rotarians in the District are encouraged to attend to learn more about each of the offices and key committee functions within a club. It is an opportunity to learn and network with other Rotarians at the same time. Make friends with others from around the District.

The District Speech Contest applications are being made available to club Presidents. Watch for more information coming from Assistant Governor Randy Otto. You may contact him at [Randy.Otto@AGEdwards.com](mailto:Randy.Otto@AGEdwards.com) for more information.

**January is  
Rotary Awareness  
Month !!**

And there is exciting news from District 6250 Rotary Foundation Grants Committee Chair, PDG, Mary Beth Growney-Selene. The committee recently awarded the following grants:

Rotary Club of:	Grant Amount	Project
Madison East	\$1250	Monona Neighbors Project
Madison West Towne-Middleton	\$1000	United Cerebral Palsy
La Crescent	\$1000	La Crescent Playground
Medford Morning	\$1500	Medford Rotary River Walk Park
Madison South	\$3,000	Goodman Swimming Pool
Madison West Towne-Middleton	\$1,000	Rotarians Impacting Literacy
Middleton Area Sunrise	\$392	United Cerebral Palsy Teen Program
Janesville	\$1,000	Citizens for Initiatives Productivity Enhancement Program – Russian Delegation Project
Wauwaukee	\$1,000	Community Development/Sewing Machine

Congratulations to these clubs. If you would like to learn more about the grant application process or would simply like more information please contact:

Mary Beth Growney-Selene, PDG, RI Foundation Grants Chair; [mbgowneyse-lene@ryansigns.net](mailto:mbgowneyse-lene@ryansigns.net), or Mark Kinney, PDG, District Foundation Chair; [mkinney@wwt.net](mailto:mkinney@wwt.net).

Getting the word out about Rotary International is key to retaining and building our membership. The pride that we all feel about this service organization can only be felt by others by sharing what we do and showing them the results.

We are starting 2006 off with much success in our past accomplishments and energy as we look forward to the future.

Service Above Self,  
Deb Severson,  
District Governor

Plan ***NOW*** To Attend...

**DISTRICT  
CELEBRATION  
(CONFERENCE)  
2005-2006**

May 19 – 21, 2006, Lake  
Lawn Resort, Delavan, WI  
Join us for Fun, Family and  
Fellowship!



**Highlights include;**

Golf Outing  
Native American Pow-Wow  
Rotary Youth Exchange Students  
Children's Program  
Family/Fellowship Time  
Participate in energizing service projects  
Entertainment  
Sunday morning, New Orleans  
Style Jazz Brunch

## Volunteering as Wish Fulfillment



Marsha Barwick  
New Generations Chair

One of the exceptional things about volunteering is that it allows people to live out their fantasies. Many of us secretly wish we could spend our days on Broadway, or taming lions, or saving lives. But our career paths, and maybe our true talents, led us in more mundane directions. Volunteering is a way to make your dreams come true.

When viewing all of the activities your Rotary club takes part in, instead of selecting a volunteer assignment that makes use of your professional skills, consider finding a form of community service that taps the "inner you."

Do you love show business? Get involved in the fundraising side of your club and explore events that can bring in revenue while tapping into the skills of others in your club.

Do you love gardening? Explore beautification projects in your area, like parks or zoos, retirement communities, etc. Do you envision yourself in a white coat? If you can settle for blue or rose, you can begin a volunteer program through your club at almost any hospital and be where the medical action is. You won't be practicing medicine, but you certainly will be helping patients to recover quickly by adding all the nice, human touches that a friendly face can provide.

Or maybe you may want the chance to be a manager or a leader. By chairing a volunteer committee, coordinating a special event, or being a team captain of other volunteers, you can finally be in charge!

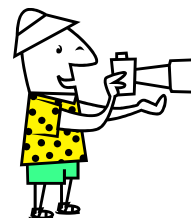
Volunteering also offers a change of pace. Everyone's dreams are different, but there is a volunteer opportunity to match each one. Give yourself a change of pace. Follow the inner you.

New Generations ~ Celebrating the Rotary of Tomorrow

*For more information about District 6250 New Generation activities contact Marsha Barwick at 715-384-3656 or [barwick.marsha@marshfieldclinic.org](mailto:barwick.marsha@marshfieldclinic.org).*

### The Rotarian Photo Contest

Point. Shoot. Compete.



Calling all shutterbugs! It's time to send us your best shot from 2005-06. How do you picture *Service Above Self*? We want to see Rotary's motto through your lens. Whether it's a shot of your club's latest project or your favorite Rotarian, send us the photo that best illustrates your definition of *Service Above Self*.

Enter today and your photo could be featured in *The Rotarian* in June 2006! Entries must be received by 11:59 PM CST on 28 February 2006.

To enter contest go to  
[www.Rotary.org](http://www.Rotary.org)

**Attention Rotarians:  
Two clubs in our district are now meeting at new locations. As of February 8<sup>th</sup>, the Stoughton Rotary Club will be Meeting at the Broux House and The Rotary Club of Horicon are now meeting at the Windchester Place.**

## ***SOME SNIPPETS OF ROTARY HISTORY***

As reported in Rotary's centennial book, *A Century of Service*, "even though Paul Harris wrote in 1911 that 'Rotary is entirely without precedent in the history of clubdom,' he later learned that his idea was not entirely original. A social club based on a similar vocational classification system had been organized in London England, 200 years before Rotary's founding in 1905. It was also similar to the classification-based Junto, established in 18<sup>th</sup>-century Philadelphia by U.S. scientist-philosopher Benjamin Franklin."

Besides that, the publication *Rotary Service*, published in England by R.I.B.I. in 1950 showed the following:

"Parson James Woodfolde, in his diary of January 13, 1877, says: 'Went on my mare, and my servant Will with me to Mr. Duquesnes where I dined, spent the afternoon and stayed until 8 at night with him, Mr. and Mrs. Howes, and Mr. Donne. We had for dinner a leg of lamb, boiled, a batter pudding and a couple of ducks. It is a club meeting that goes by the name of Rotarian. I became a member today, and they will dine with me on Monday, next. Every Monday is the day.'"

Similar ideas from different people unknown to each other, and many years apart.

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The first issue of the new publication *The National Rotarian* (now *The Rotarian*) was released in 1911. That same year the second convention was held in Portland, Oregon, where the phrase "He Profits Most, Who Serves Best" was first used in an address by Arthur Frederick Sheldon, a Chicago Rotarian. The phrase as it then read "Service, Not Self" was used in an address by B. Frank Collins, President of Minneapolis Rotary Club.

Later on, these two phrases were incorporated unofficially into the Rotary motto, "Service Above Self – He Profits Most Who Serves Best".

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Wisconsin's first Rotary Club was chartered in April of 1912 at Superior. Designated the 40<sup>th</sup> Club to enter the Rotary world, it was sponsored by the Duluth Club. Then in 1913, two more clubs were chartered in Wisconsin. Both Milwaukee Club No. 57 and Madison Club No. 71 received charters dated June 6, 1913. At that time, there were 83 Rotary Clubs with approximately 10,000 members. Ninety years later, in 2003, the most recent club in District 6250 was chartered at Medford.

Over the years, our District has seen five clubs fade into history: Greenwood in 1980, Loyal in 1993, Melrose in 2000, West Salem in 2003, and Monroe in 2004.

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One of the original objectives was to promote business relationships between members. In early Rotary Clubs, then, an actual record was kept by the secretary of services and products of members used by other members. Not all clubs agreed with this concept, least of all the Milwaukee Rotary Club. The International Convention in Buffalo that year saw Bill Zimmers of Milwaukee lead the fight from the floor of the convention "to abandon the principle of reciprocal relations for each member" and substitute the slogan "Service Above Self". It brought forth a whole new concept of Rotary.

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We have all heard of and at least seen pictures of the famous statue, high in the Andean peaks, "Christ of the Andes," a symbol of peace between Argentina and Chile.

## Rotary History Continued

But did you know that Rotarians of both countries presented the beautiful plaque, Service Above Self," which is permanently fixed to the base?

As reported in Rotary's centennial book, *A Century of Service*, "Membership retention has been a concern of Rotary clubs from the beginning.

Two of the first four Rotarians dropped out shortly after the organizational meeting. Gus Loehr, the mining engineer whose office was used as the first meeting place, resigned after the second meeting. Merchant tailor Hiram Shorey quite after a few weeks and moved to his home state of Maine. He returned to Chicago, rejoined Rotary, then resigned again."

**From the Desk of**  
**Ed Smith**  
**District History/Archives/  
Foundation Committee Chair**  
**Rotary Club of Stoughton**

## District Calendar

FEBRUARY 2006      World Understanding Month		
Wednesday	February 1, 2006	RYLA Commitment Deadline
Thursday- Thursday	Feb 16- 23, 2006	RI Assembly- District Governor Elect- San Diego, Ca
Friday- Sunday	Feb 17- 19	Inbound Outing/ Marsfield, WI
Thursday	February 23, 2006	Rotary's 101st Anniversary/ World Peace Day
Tuesday	February 28, 2006	Summer Youth Exchange Applications Due
MARCH 2006		
Wednesday	March 1, 2006	Youth Exchange Bus Tour Application Deadline
Saturday	March 4, 2006	<a href="#">Team Leadership Training</a> Kalahari Resort & Convention Center I 90/94 (Exit 92), Wisconsin Dells, WI
Monday- Sunday	March 5- 12, 2006	World Rotaract Week
Wednesday	March 15, 2006	Deadline for Significant Achievement Award Nomination ..from Governor to RI
Friday- Saturday	March 17-18, 2006	<a href="#">PETS Tri-District President Elect Training Seminar</a> Appleton, Wisconsin
Friday	March 31, 2006	Deadline for matching grant applications to be reviewed in 2006- 2007 Rotary Year
Friday	March 31, 2006	Deadline for District Applications to the Rotary Foundation for 2006- 07 Rotary Year for District Simplified Grants
APRIL 2006		
Saturday	April 1, 2006	RYLA Participation Information Due
Sunday	April 2, 2006	Speech Contest; Baraboo, WI
Saturday	April 15, 2006	Deadline for Presidential Citation Certification ..from Governor to RI
Saturday	April 22, 2006	<a href="#">Rotary 6250 District Assembly</a> Lalahari Resort & Convention Center I 90/94 (Exit 92), Wisconsin Dells, WI



**Meet Assistant Governor  
Group 6  
Susan Christian  
Rotary Club of Beaver Dam**

Rotarian for 16 years, serving as President of the Beaver Dam Club twice Multiple Paul Harris Fellow Strong supporter of the Foundation Believes in helping other Rotarians - - purchased a fishing boat to help the Tsunami victims or providing items for an orphanage in Bolivia. Owns two corporations - PRI Business Services Inc. a national recruiting firm specializing in the placement of management professionals and Personnel Resources, Inc. a local staffing firm. She is a member of SHRM, and has achieved her CPC, CTS, & CSP certifications from the National Association of Personnel Services. She is also very active in the community with the Chamber of Commerce, Economic Development, the YMCA, her church and has served on the Board of Directors for the Beaver Dam Hospital and several other local corporations and numerous local and state associations. In her spare time, she loves to travel with her husband, Bob, and is enjoying her new grandson, Andrew.

**Beaver Dam**

The Beaver Dam Rotary Club recently held its dedication for the new Beaver Dam Rotary Centennial Park.

This park was established on city land through a collaborative effort with the city Park & Forestry Department. Grant moneys were received through the DNR and many other local groups (high school organizations, Boy Scout troops, etc.) participated in planting 200 trees in the park and throughout the city. The Rotary Club has made a 10 year commitment to the city to continue to enhance the park, while the city continues to maintain it.

They also made a considerable financial commitment to the construction of a new hospital, which will be opening it's doors in early February. In addition, their Annual Casino Night continues to raise money for those individuals or families with medical or financial difficulties in the area.

They also had their most successful year at their food stand at the Dodge County Fair. In the five days of the fair, they were able to net over \$13,000.00 to use on the park and other worthwhile projects and scholarships.

**Columbus**

According to President Dennis Buchda, the Columbus Rotary is still awaiting decisions by the city and the DNR before proceeding with their centennial project in their local park.

Columbus is enjoying their new exchange student, Uwe. She loves the US and wants to do everything while she is here.

Membership continues to be the focus of their club after losing several prominent members earlier this year.

The Columbus Rotary Club wants to again invite everyone in the district to the Governor's Welcoming Party this June. This is a long time tradition, honoring our incoming and outgoing district governors for over

**Horicon**

The Horicon Club has been working on a number of fundraisers to support their many local projects. Recently, they rededicated their park after erecting a commercial swing set and other improvements for their Centennial Project. In partnership with the high school student council, they sent \$1,100.00 to the Rotary Club of Patong Beach, RI District 3330 in Thailand as Tsunami Relief Project. The project is Wasana Family. For more information you can see it at [www.rotarypatong.org](http://www.rotarypatong.org). Youth Exchange continues to be a priority within their club. This year they welcomed a new exchange student from Thailand Piyathida Bhichai (Gift).

**Mayville**

Mayville has also held several fundraisers to date. In September they held their annual auction, profiting about \$3,000.00. The first weekend in October they sold cream puffs at Mayville's Audubon Days, netting about \$700.00. The Mayville Rotary Club has purchased and will be erecting a large four faced period clock for their downtown revitalization as their Centennial Project.

**Waupun**

Waupun continues to work on numerous local projects, supporting the development of athletic fields at their new high school, donating to the local food pantry and high school scholarships.

Their recent candy sale for Sweetest Day, Bosses Day and Deer Hunting was a huge success. Their next even will be their spring dinner and dance.

**Your hometown High School Student could win one of TWO SCHOLARSHIPS (\$1250 or \$750) with your help!**

Dear Club President:  
The 9<sup>th</sup> annual Rotary District 6250 Speech Contest is heading your way!

It's time to identify a member of your club who is connected with the local high school(s) staff. His/her responsibility is to contact the high schools in your area, promote the contest,, explain the rules and see to it that your club is represented on Sunday, April 2, 2006 in Baraboo, Wisconsin.

Use these time-tested strategies to assist your club in becoming a successful Speech Contest Sponsor:

1. Choose someone in your club who is "high school savvy" and responsible for meeting your deadlines
2. Divide the high schools among Rotary Clubs if there is more than one in your area
3. Check on the progress from time-to-time

**Who can apply?**

The contest is open to high school students ages 16 -18.

Each entrant must be sponsored by a District 6250 Rotary Club.

Each Rotary Club may sponsor one student only.

**When & where will the contest be held?**

**Sunday – April 2, 2006** is the date of the contest.

**Time: 12:00PM – 5:00PM**

The Historic Al Ringling Theatre in Baraboo, Wisconsin is once again the site of this year's competition. **136 Fourth Avenue – Downtown Baraboo.**

**What is the theme of the speech?**

**"Service Above Self"** is our Rotary speech theme for 2006. The speech should illustrate the concept of **Service Above Self** in the speaker's life. This speech should clearly demonstrate exemplary humanitarian service, in any form and at any level, with an emphasis on personal volunteer efforts and active involvement in helping others.

**What is the prize?**

First Place

**\$1250 Scholarship**

Second Place

**\$750 Scholarship**

Both winners will share their prize-winning speeches with Rotary District 6250's 2006 conference attendees. The conference will be held in Delavan, WI – May 19-21, 2006.

**Rotary District 6250 Speech Contest Rules**

1. Speeches must be no longer than 6 minutes
2. Note cards may be used but no speech may be read
3. No props are allowed
4. Speeches will be judged on delivery originality and content
5. The decision of the judges shall be final
6. The order of the speakers will be determined by a random drawing
7. A lectern/podium will be available. However, the use of the lectern/podium is optional.
8. Upon being introduced, the contestant shall proceed immediately to the speaking position. Timing will begin with the contestant's first definite verbal or nonverbal communication with the audience. This usually will be the first word uttered by the contestant, but would include any other communication such as sound effects, a staged act by another person, etc.
9. A timer shall provide warning signals to the contestants, which shall be clearly visible to the speakers but not obvious to the audience.
  - A **green signal** will be displayed at five minutes and displayed for fifteen seconds.
  - An **amber signal** will be displayed at 5minutes 30 seconds and displayed for 15 seconds.
  - A **red signal** will be displayed at six minutes and remain displayed until the conclusion of the speech.

**Deadline**

**OFFICIAL ENTRY APPLICATION MUST BE COMPLETED AND POSTMARKED NO LATER THAN  
MARCH 23, 2006**

**Entries will not be accepted after this date. There will be no exceptions**

**Where to submit entries and contact information...**

Randy L. Otto – Speech Contest Chairman  
275 South Main Street – Lake Mills, Wisconsin 53551

Fax: 262/569-7364 or [winstonschurhill@charter.net](mailto:winstonschurhill@charter.net)

Rotary District 6250  
**“Service Above Self”**  
Speech Contest Entry Application

Student Name \_\_\_\_\_  
 Student Date of Birth \_\_\_\_\_  
 Address \_\_\_\_\_  
 City, State & Zip \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Email \_\_\_\_\_ @ \_\_\_\_\_  
 Parent/Guardian Name(s) \_\_\_\_\_  
 Address & Phone of Parent/Guardian (If different from student data) \_\_\_\_\_  
 \_\_\_\_\_  
 School Name \_\_\_\_\_  
 Community Location \_\_\_\_\_  
 \_\_\_\_\_  
 Sponsoring Rotary Club \_\_\_\_\_  
 Rotary Contact Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City State & Zip \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Email \_\_\_\_\_ @ \_\_\_\_\_

This entry form must be completed and received  
NO LATER THAN **MARCH 23, 2006**.  
ENTRIES WILL NOT BE ACCEPTED AFTER THIS DATE.  
THERE WILL BE NO EXCEPTIONS.  
SUBMIT COMPLETED ENTRY FORM TO:

RANDY L. OTTO  
275 SOUTH MAIN STREET  
LAKE MILLS, WI 53551  
[winstonschurhill@charter.net](mailto:winstonschurhill@charter.net)  
Fax: 262/569-7364





# Rotary International

ROTARY DISTRICT 6250  
MEMBERSHIP ATTENDANCE REPORT  
NOVEMBER 2005

Month of Last Rept	Club	No. of Mtgs	Percent This Mo	Percent Y-T-D	Current Members	7/1/2005 Members	Increase/(Decrease) Y-T-D	Percent
<b>OCT</b>	<b>1 BARABOO</b>	<b>NO REPT</b>	<b>0.00</b>	<b>0.00</b>	<b>56</b>	<b>54</b>	<b>2</b>	<b>3.70%</b>
NOV	2 BEAVER DAM	4	59.18	75.91	30	31	(1)	-3.23%
	<b>3 BELOIT</b>	<b>NO</b>	<b>0.00</b>	<b>0.00</b>	<b>102</b>	<b>102</b>	<b>0</b>	<b>0.00%</b>
NOV	4 BLACK RIVER FALLS	4	63.00	59.20	50	47	3	6.38%
NOV	5 CALEDONIA	4	78.00	78.40	30	30	0	0.00%
<b>AUG</b>	<b>6 CHIPPEWA FALLS</b>	<b>NO</b>	<b>0.00</b>	<b>22.73</b>	<b>77</b>	<b>77</b>	<b>0</b>	<b>0.00%</b>
NOV	7 COLUMBUS	5	68.62	72.09	42	42	0	0.00%
NOV	8 DE FOREST	5	56.00	58.44	30	32	(2)	-6.25%
NOV	9 EAU CLAIRE	4	70.28	62.57	54	55	(1)	-1.82%
NOV	10 EAU CLAIRE MORNING	3	78.00	62.55	22	21	1	4.76%
<b>JULY</b>	<b>11 EDGERTON</b>	<b>NO</b>	<b>0.00</b>	<b>13.60</b>	<b>31</b>	<b>31</b>	<b>0</b>	<b>0.00%</b>
	<b>12 ELROY</b>	<b>NO</b>	<b>0.00</b>	<b>0.00</b>	<b>16</b>	<b>16</b>	<b>0</b>	<b>0.00%</b>
<b>OCT</b>	<b>13 FITCHBURG-VERONA</b>	<b>NO</b>	<b>0.00</b>	<b>55.30</b>	<b>17</b>	<b>17</b>	<b>0</b>	<b>0.00%</b>
NOV	14 FORT ATKINSON	4	71.00	70.80	66	67	(1)	-1.49%
NOV	15 GRANTON	5	98.00	95.00	17	17	0	0.00%
<b>SEPT</b>	<b>16 HORICON</b>	<b>NO</b>	<b>0.00</b>	<b>51.40</b>	<b>18</b>	<b>18</b>	<b>0</b>	<b>0.00%</b>
NOV	17 JANESVILLE	4	62.16	59.60	126	120	6	5.00%
<b>JUNE</b>	<b>18 JANESVILLE MORNING</b>	<b>NO</b>	<b>0.00</b>	<b>0.00</b>	<b>57</b>	<b>57</b>	<b>0</b>	<b>0.00%</b>
NOV	19 JEFFERSON	5	56.52	59.68	52	55	(3)	-5.45%
<b>OCT</b>	<b>20 LA CRESCENT</b>	<b>NO</b>	<b>0.00</b>	<b>47.80</b>	<b>35</b>	<b>35</b>	<b>0</b>	<b>0.00%</b>
NOV	21 LA CROSSE	3	79.52	74.18	171	172	(1)	-0.58%
NOV	22 LA CROSSE EAST	4	60.20	64.84	71	74	(3)	-4.05%
<b>JULY</b>	<b>23 LA CROSSE NORTH</b>	<b>NO REPT</b>	<b>0.00</b>	<b>8.00</b>	<b>27</b>	<b>27</b>	<b>0</b>	<b>0.00%</b>
	LA CROSSE VALLEY							
NOV	24 VIEW	5	83.54	63.93	78	77	1	1.30%
NOV	25 LAKE MILLS	5	75.00	58.85	43	42	1	2.38%
<b>SEPT</b>	<b>26 LODI</b>	<b>NO REPT</b>	<b>0.00</b>	<b>47.00</b>	<b>22</b>	<b>22</b>	<b>0</b>	<b>0.00%</b>
NOV	27 MADISON	5	76.46	79.01	497	497	0	0.00%
NOV	28 MADISON BREAKFAST	4	63.40	62.04	42	46	(4)	-8.70%
NOV	29 MADISON EAST	5	56.23	55.12	44	42	2	4.76%
NOV	30 MADISON HORIZONS	4	78.00	75.32	35	36	(1)	-2.78%
NOV	31 MADISON SOUTH	4	75.00	70.09	79	82	(3)	-3.66%
NOV	32 MADISON WEST	3	80.00	81.00	69	69	0	0.00%
	MADISON W. TOWNE-							
NOV	33 MID.	3	74.02	74.71	80	78	2	2.56%
NOV	34 MARSHFIELD	4	70.42	67.67	80	77	3	3.90%
NOV	35 MARSHFIELD SUNRISE	3	79.50	76.44	62	67	(5)	-7.46%

NOV	36 MAYVILLE		3	53.00	49.20	29	29	0	0.00%
<b>SEPT</b>	<b>37 MEDFORD</b>	<b>NO</b>		<b>0.00</b>	<b>49.20</b>	<b>18</b>	<b>16</b>	<b>2</b>	<b>12.50%</b>
<b>OCT</b>	<b>38 MENOMONIE</b>	<b>NO</b>		<b>0.00</b>	<b>47.56</b>	<b>96</b>	<b>98</b>	<b>(2)</b>	<b>-2.04%</b>
NOV	39 MENOMONIE SUNRISE		3	64.76	67.81	35	36	(1)	-2.78%
<b>OCT</b>	<b>40 MIDDLETON SUNRISE</b>	<b>NO</b>		<b>0.00</b>	<b>61.50</b>	<b>18</b>	<b>15</b>	<b>3</b>	<b>20.00%</b>
NOV	41 MOUNT HOREB		5	67.00	63.40	40	41	(1)	-2.44%
	<b>42 NEILLSVILLE</b>	<b>NO</b>		<b>0.00</b>	<b>0.00</b>	<b>18</b>	<b>18</b>	<b>0</b>	<b>0.00%</b>
NOV	43 ONALASKA		4	76.90	76.52	38	39	(1)	-2.56%
NOV	44 OREGON		5	72.41	57.89	31	30	1	3.33%
NOV	45 PLATTEVILLE		3	53.20	74.84	12	12	0	0.00%
NOV	46 PORTAGE		4	53.00	43.00	48	48	0	0.00%
<b>SEPT</b>	<b>47 PRAIRIE DU CHIEN</b>	<b>NO</b>		<b>0.00</b>	<b>27.20</b>	<b>41</b>	<b>40</b>	<b>1</b>	<b>2.50%</b>
NOV	48 REEDSBURG-W. SAUK		5	48.00	47.61	35	34	1	2.94%
NOV	49 RICHLAND COUNTY		5	67.00	59.45	25	30	(5)	-16.67%
<b>OCT</b>	<b>50 SAUK-PRAIRIE</b>	<b>NO</b>		<b>0.00</b>	<b>41.33</b>	<b>24</b>	<b>25</b>	<b>(1)</b>	<b>-4.00%</b>
NOV	51 SPARTA		4	64.00	37.60	33	33	0	0.00%
NOV	52 STOUGHTON		4	58.00	61.40	47	49	(2)	-4.08%
<b>OCT</b>	<b>53 SUN PRAIRIE</b>	<b>NO</b>		<b>0.00</b>	<b>15.68</b>	<b>73</b>	<b>70</b>	<b>3</b>	<b>4.29%</b>
NOV	54 TOMAH		4	49.50	48.30	50	48	2	4.17%
NOV	55 VIROQUA		4	45.00	61.00	13	13	0	0.00%
NOV	56 WATERTOWN		4	66.67	64.90	64	65	(1)	-1.54%
<b>SEPT</b>	<b>57 WAUNAKEE</b>	<b>NO</b>		<b>0.00</b>	<b>30.76</b>	<b>96</b>	<b>96</b>	<b>0</b>	<b>0.00%</b>
NOV	58 WAUPUN		5	57.00	59.10	26	26	0	0.00%
	<b>59 WISCONSIN DELLS</b>	<b>NO</b>		<b>0.00</b>	<b>0.00</b>	<b>34</b>	<b>34</b>	<b>0</b>	<b>0.00%</b>
NOV	60 WISCONSIN RAPIDS		4	75.49	68.25	115	115	0	0.00%
NOV	61 WIS RAPIDS SUNRISE		3	62.00	54.58	64	72	(8)	-11.11%
				45.00	51.99	3,451	3,464	(13)	-0.38%

## Boosting Rotary club membership with great PR

"Rotary has been doing a lot of advertising in my community recently, surrounding the centennial celebrations. Hearing the radio advertisements piqued my interest, and I went looking for more information about Rotary. I am very interested in becoming a member of a local Rotary club."

— from Robert Kasian's prospective member form, submitted on 23 February 2005, Rotary's 100th anniversary. He joined the Rotary Club of Kamloops Aurora Centennial, British Columbia, Canada, on 1 May.

Throughout the 2004-05 centennial year, Rotary clubs worldwide pulled out the stops to publicize Rotary in local newspapers, magazines, TV broadcasts, and other media outlets. One clear measurement highlights the campaign's success: an increased interest in membership.

Following heightened media coverage during 2004-05, the number of prospective member forms submitted worldwide increased by 13 percent, compared with 2003-04. Non-Rotarians complete these forms, [available at www.rotary.org](http://www.rotary.org), to express interest in joining a club.

Many clubs and districts that launched previous public image campaigns can attest to the benefits of publicity:

- In January 2003, an interview with past RI President Luis V. Giay about Rotary's educational programs aired on "CNN En Español." Over the next month, there was a 683 percent increase in prospective member forms submitted from Bolivia, Colombia, Mexico, Nicaragua, and Venezuela.

Nearly all of the prospective members reported that they had seen the television program about Rotary.

- In July 2004, the *London Times* published an article and a letter to the editor about the changing membership and activities of Rotary clubs in the United Kingdom. BBC Radio also aired a segment about local clubs. Nearly three times more prospective member forms were submitted from the UK during this period of heightened publicity than during a typical month.