

DistrictMessenger
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Service Above Self



District Governor Deb Severson 2005-06

March 2006

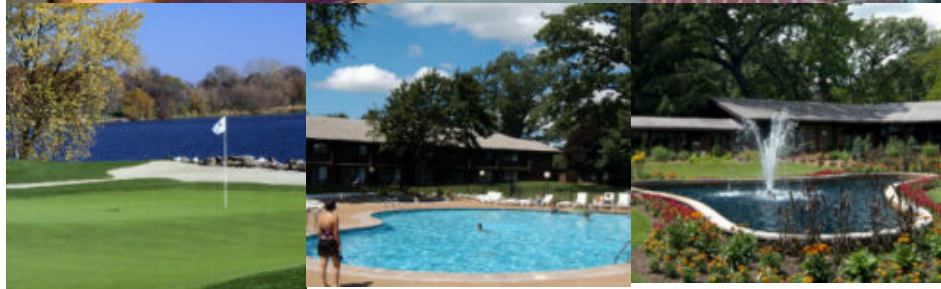
Governor's Corner

**Rotary District 6250 Conference and
Celebration:**

To be held - May 19 - 21, 2006 at
the [Lake Lawn Resort](#) in Delavan, WI



Highlights include;
Golf Outing
Native American
Pow-Wow
Rotary Youth Exchange
Students
Keynote address by:
State of Wisconsin, Su-
perintendent of Public
Instruction,
Elizabeth Burmaster
Children's Program
Family/Fellowship Time
Participate in energizing
service projects
Entertainment
Sunday morning, New
Orleans Style Jazz Brunch



Lake Lawn Resort offers 275 wooded lakeside acres; 284 resort rooms, including 60 lofts and suites; on-site 18 hole golf course; Timber Spa with sauna, whirlpool and spa services; trails for biking, jogging and walking; pro shop and boutiques; tennis; 2 swimming pools; mini-golf; volleyball; softball; sailing; fishing; boat rental and **SOMETHING FOR EVERYONE.**

On-line registration is available now.

ABC's of a Literacy Project



Rotary International President Carl-Wilhelm Stenhammar identified **LITERACY** as one of three "emphasis groups", along with water, health and hunger concerns and public image. In selecting literacy, he wanted to encourage participation from Rotary Clubs and Districts in promoting the ultimate goal of universal literacy for all. As your club finishes out this Rotary year and starts planning for the next, consider implementing a Literacy project. Just follow the "ABC's"!

A – AWARENESS

Become AWARE of the issue. Become tuned-in! There are numerous resources on the internet with statistics on illiteracy. Simple searches provide statistics like some of these:

Did you know?

Worldwide –

- Ninety-eight percent of the world's illiterate population is in developing countries
 - Two-thirds of those who lack literacy and numeracy skills are women
- More than 130 million school-age children are not attending classes

In the United States –

- More than 20% of adults read at or below a fifth grade level – far below the level to earn a living wage
- The National Adult Literacy Survey found that over 40 million Americans, age 16 and older, have significant literacy needs

In Wisconsin –

- 50, 620 Wisconsin residents are totally illiterate
 - 442,460 Wisconsin residents are functionally illiterate
- 412, 760 Wisconsin residents need to improve basic reading skills

Children –

- Approximately 20 to 30 percent of school-age children have difficulties learning to read
- About 15 million youngsters do not have access to the wonders of books and other kinds of texts for learning and enjoyment

Once you are aware of the issue, it becomes apparent that addressing illiteracy is something that Rotarians can and should embrace!

B – BOOKS and MORE!!!

Literacy projects can take on many forms. Projects that include giving books are fabulous. Libraries and schools are always thrilled to receive books. And given that so many children do not even have *one* book to call their own, the gift of books to children is also a wonderful project to consider.

There are also many **local projects** that can be implemented that involve little or no money. Some ideas include:

- Reading to a classroom of students during Reading Awareness Week or to celebrate the birthday of Dr. Seuss
- Reward students who read the most books, win a spelling bee or book report contest

- Serving as a tutor
- Volunteering to provide transportation or babysitting services so that adults can attend literacy classes

Internationally, illiteracy is a big concern. Not only has the RI president identified literacy as an area of emphasis, but the United Nations has declared 2003-2012 as The Literacy Decade. Rotarians can have a tremendous impact on the lives of others through-out the world by identifying and implementing a Literacy project. Consider:

- Applying for a Rotary Foundation grant and working with a partner club in another country to start a reading initiative
 - Supplying computers to an international community in need
- Donating books to students and libraries abroad

For additional ideas, check out the Rotary International website at:
http://www.rotary.org/programs/service_opportunities/participate/literacy.html

Projects can take on many forms. The possibilities are endless!

C – COMMUNICATION

Communicate your project within your club! Get members excited!

Communicate your project within your community! Promote the project and promote Rotary!

Communicate your project with other Rotary Clubs in the District!

Many clubs in the District already have wonderful literacy projects. One of the initial goals of the District Literacy Committee is to *identify these projects, highlight them* so that we can *share ideas* between the clubs. To do this, **we need your help!**

Please send a short description of your club's literacy project to Ann Kale. A list of current projects will be published in the District Newsletter next month. With this information, we can begin to share ideas and brainstorm for new projects!

A second request is to consider joining the District Literacy Committee. With motivated Rotarians and creative minds we will have a great impact! I look forward to hearing from you!

Ann Kale
Madison West Towne-Middleton Rotary Club
akale@techinsure.com
608.273.2111 (daytime phone)



**Assistant Governor Randy Sproule
R.C. of Madison South**

Randy is the Assistant Governor for the Group 8 Clubs (Madison, Madison South, Madison West, Madison Horizons, Oregon and Mount Horeb) and is an attorney for the Wisconsin Supreme Court. Randy joined Madison South Rotary in 1989 and served as the club president during the 1993-94 Rotary year. He chaired the District 6250 Polio Eradication Fundraising Campaign and continues to serve as the District 6250 Polio Plus Chair. Randy and his wife Lynn (a member of the Rotary Club of Madison and the District 6250 Treasurer) are multiple Paul Harris Fellows, Sustaining Members of The Rotary Foundation and Level 2 Members of The Rotary Foundation Bequest Society.

Mount Horeb Rotary Club

Mount Horeb Rotary Club is going strong and is just coming down from our major fundraiser, the annual Superbowl Brunch. It was again a success with outstanding participation from the members. Another major fundraiser during the year is Golfing for Scholars, a golf outing which has grown in popularity each year. The funds from the golf outing go strictly to the Mount Horeb High School senior scholarships, making Rotary one of the major scholarship donors. The club also gives civic grants each year to other groups in the community which provide community service, with the emphasis on providing service to our youth. We have selected the two students for RYLA and we are planning our annual International Night. We are looking forward to participating again in the Mount Horeb Summer Frolic with the "hamburger stand."

DGE Hal and Julie Keitel



At the Zone Institute in Madison last fall, DGE Hal Keitel and Julie met RI President Elect Bill Boyd and Lorna, from New Zealand. As you can see from the photo, RIPE Boyd became an honorary cheesehead that night!

DGE Hal with the DGE from District 1730, our GSE partner for 2007. Lucien Barth is from Puget-Sur-Argens, France. District 1730 is in southeast France, and includes the country of Monaco. Hal and Lucien met at the Rotary International Assembly in San Diego in February.



Rotary International Convention  **Malmö-Copenhagen**
11-14 June 2006



Just as Rotary's mission of peace and understanding unites, a spirit of cooperation and togetherness links the cities of Malmö and Copenhagen. The 2006 RI Convention is not only the first Rotary celebration in the Nordic region - it's also the first to embrace the hospitality of *two* host countries. The 97th annual RI Convention kicks off our second century of service and presents a remarkable opportunity to build bridges of friendship and service with fellow Rotarians and come away with new ideas and inspiration that will resonate into the future.

Register online @ www.rotary.org

President Elect Training Seminar

Lead The Way

President Elect Training (PETS) was held March 17 & 18 in Appleton, in conjunction with districts 6220 (Northern WI) and 6270 (SE WI). Because of the number of participants, the PETS committees was able to invite high profile speakers. Featured speakers included Carolyn Jones, Rotary Foundation Board of Trustees, Frank Goldberg, RI Board of Directors and Dave Groener, Polio Plus guru. Carolyn, from District 5010 which includes Russia, Alaska and part of Canada, told the story of how her club helped the children of Russia, after the dissolution of Communism. Dave Groener, playing the role of King of a Nigerian village, told the of the wonderful work of Rotarians in his village, and how the children and mothers are no longer dying. Dave has accompanied other Rotarians on Polio Plus trips 18 times.

An outstanding group of incoming club leaders participated in two days of training. Look for great things from them come July 1, as the 'Lead the Way'. "



Rotary Foundation Board of Trustees,
Carolyn Jones,
Polio Plus guru Dave Groener
And DGE Hal Keitel



Assistant Governor Sandy Ott from The Menomonie RC
with her PE's, Lon Arneson, Chippewa Falls RC, Tom
McCarty, Eau Claire Noon RC, Steve Arntzen,
Menomonie RC and Vicki Jess,
Menomonie Sunrise RC

Deadlines

March 15 is the deadline for Significant Achievement Award nomination from Governor to RI

March 31 is deadline for Matching Grant Applications to be reviewed in 2005-2006 Rotary year.

March 31 is deadline for District Application to the Rotary Foundation for 2006-2007 Rotary year for District Simplified Grant.

April 1 RYLA participant information is due.

April 15 is the deadline for Presidential Citation certification from Governor to RI.

FROM OXCART TO SATELLITE: ROTARY VOLUNTEERS IN PUNE, INDIA



For three weeks in January/February, Marlie Bendiksen, from the Rotary Club of La Crosse East and Sondra LeGrand, from the La Crosse Valley View Rotary Club, were Rotary Volunteers in Pune, India. The project was an out-growth of an International Friendship Exchange visit led by PDG Bob Bendiksen in January 2005. Marlie's report follows.

"A doctor. A teacher. A truck driver." Hands were waving when, once the trust was established with us, rural children spoke of their aspirations. Will they realize them? How?

The Rotary Club of Pune Parvati, southwest of Mumbai (formerly Bombay) is currently preparing the groundwork for a project to improve the rural and peri-urban schools within their region. They have selected 21 schools in 12 villages and requested us to gather the facts for their needs assessment. They also involved the Maharashtra state department of education who collected base line data related to governmental regulations.

Each day a Rotarian joined us as we visited the villages so they too would become personal advocates for the schools that are so close, and yet so far from their everyday life. The villages were mostly within 35 miles of their city: often accessible via dirt or crushed rock roads.

We talked with teachers and sang with the children and they to us. We asked questions of them and asked them to ask us about ourselves and our country.

What did we learn in this country of infinite contrasts? In every school we found bright eyes and dedicated learners, children and teachers proud of their work and eager for us to feel welcome.

Creative and dedicated teachers were doing an amazing job, some with classes of 45+, and all with absolutely bare bones materials in very simple settings where students were most often sitting cross-legged on the floor. Their "teaching aids" were charts posted or hand-drawn on the walls and mobiles strung overhead. Human potential is just waiting to be tapped. One school had a satellite dish that brought BBC news into the school. Instead of doubling classes up, common practice when a teacher was absent, the children watched TV for part of the day.

What has caught Rotary's attention? They know that most of these schools are not meeting government standards in several ways because of lack of resources. Indeed, we visited a school without toilets, another with an adequate but unfiltered supply of river water, another secondary school in temporary quarters in an old post-office. We saw students studying for their important 10th grade state exams under the roof of an unfinished story of a secondary school. Single lines powered a classroom with minimal electricity, which, as in all of India, shuts down for a few hours daily to cope with a nationwide lack of adequate power.

And what about needs for instructional improvement, the primary reason we had been invited to join their team? Indian students in general who are bright and learn from reading, writing and listening can handle the rigorous tests that are given throughout their education. We in the States are applying philosophies and methods that suggest that children learn better when they can also handle materials, explore and discover concepts and make applications. These methods are in fact being practiced in some unique Indian schools. Fortunately, we discovered a cadre locally who we hope will be tapped to provide teacher training: methods we recognized and yet have been filtered through their own culture.

But wait. One of the rural 10th graders asked the most profound question of all: "We think that America is very rich. Is that true?" After a pause and some exchanged glances, we replied, "Yes and no." (How would you respond?)

We are now in a global environment and India is a major player: a democracy with English required of all children, now beginning in first standard (grade). As a people they are very industrious and at this rate will soon have a middle-class that is equal to the entire population of the U. S. Education is a critical component of a functioning democracy.

It was truly a gift for Sondra and me to be a part of the Pune Parvati Rotary Club's vision to underwrite the change that will open up a better future for their rural children.

Get Involved



Marsha Barwick
New Generations Chair

One of your largest responsibilities as a club leader is identifying what people want out of being involved in your club. What will it take for them to make time in an already overly packed schedule to show up for you? What can you do to create irresistible value?

Are people just so tired they are staying home these days? Is work so daunting and exhausting that the effort is just too much? Are face-to-face experiences passé?

Some may be tempted to say "Yes" to these questions and simply give up. Someone else can pick up the membership issue in a few years. Don't do it. Stay strong. People DO want to get involved. They DO want the face-to-face experiences - in spite of crazy, busy lives.

Consider the following:

Every University of Michigan home football game attracts more than 100,000 attendees who pay more than \$50/ticket to attend - and that's before paying for parking, food, drinks and memorabilia.

AAA projected that more than 37.29 million Americans would travel at least 50 miles from home over the Thanksgiving holiday weekend.

Heal the Bay's Coastal Clean Up Day in Los Angeles attracts more than 10,000 volunteers every year.

According to promotions, more than 100,000 people are expected for the 2006 National Association of Broadcasters Media Show in Las Vegas.

At Old St. Pats World's Largest Block Party in Chicago upwards of 25,000 people gather over two nights to meet, mingle and listen to entertainment.

Brevard Zoo boasts "The World's Largest Volunteer Community Build." Over 20,000 people of all ages joined forces to help build the zoo in the spring of 1992.

Outside of Houston, TX, the Cy-Fair Volunteer Fire Department has the largest volunteer fire departments in the country with more than 350 volunteers who respond to more than 1,000 runs a month.

If people show up for these events and volunteer for these organizations, there is great potential people will also show up and volunteer for you. This is just a puzzle to solve. If you are serious about wanting to get more members involved, you need to work through the process. When doing so, consider these questions.

What do these groups offer attendees, participants and/or volunteers?

What is special about the experiences?

What is the reward or payoff for involvement?

Step back and look at the big picture of your answers. What are the common elements across the events/groups? The common elements are the key to what inspires people to give their time. How you can weave them into your club experience for members and volunteers? You don't have to exactly duplicate the cause or the approach to be successful.

The missing element for your club may be something as simple as you assume people know and identify with your cause - therefore you don't bother to promote it to members. As a result, those who are not super active may not make the connection. Members don't feel their work matters so they go elsewhere.

As you and your leadership team look forward, find some time to get strategic about getting more members involved. The customized key to increased activity for your club is out there. You just have to find it. Looking to others' success is a great way to speed the learning curve.

New Generations ~ Celebrating the Rotary of Tomorrow

Excerpts are from Leadership Coach Cynthia D'Amour who is the author of five books including "How to Turn Generation Me into Active Members of Your Association".

For more information about District 6250 New Generation activities contact Marsha Barwick at 715-384-3656 or barwick.marsha@marshfieldclinic.org.



Rotary International

ROTARY DISTRICT 6250 MEMBERSHIP ATTENDANCE REPORT

JANUARY 2006

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
JAN	1 BARABOO	4	60.00	37.29	55	54	1	1.85%
JAN	2 BEAVER DAM	4	70.00	73.94	29	31	(2)	-6.45%
	3 BELOIT	NO REPT	0.00	0.00	102	102	0	0.00%
JAN	4 BLACK RIVER FALLS	5	59.00	59.29	54	47	7	14.89%
JAN	5 CALEDONIA	4	76.00	76.43	30	30	0	0.00%
JAN	6 CHIPPEWA FALLS	5	66.09	52.72	73	77	(4)	-5.19%
JAN	7 COLUMBUS	4	70.83	70.95	39	42	(3)	-7.14%
JAN	8 DE FOREST	4	57.50	56.62	30	32	(2)	-6.25%
JAN	9 EAU CLAIRE	4	62.50	63.22	55	55	0	0.00%
JAN	10 EAU CLAIRE MORNING	4	83.00	78.54	22	21	1	4.76%
JAN	11 EDGERTON	5	71.00	71.14	33	31	2	6.45%
	12 ELROY	NO REPT	0.00	0.00	16	16	0	0.00%
OCT	13 FITCHBURG-VERONA	NO REPT	0.00	55.30	17	17	0	0.00%
JAN	14 FORT ATKINSON	4	60.00	70.00	67	67	0	0.00%
JAN	15 GRANTON	5	95.00	95.43	17	17	0	0.00%
JAN	16 HORICON	4	87.00	86.71	17	18	(1)	-5.56%
JAN	17 JANESVILLE	4	58.25	58.95	129	120	9	7.50%
JAN	18 JANESVILLE MORNING	4	56.58	25.72	45	57	(12)	-21.05%
JAN	19 JEFFERSON	4	63.04	59.44	52	55	(3)	-5.45%
JAN	20 LA CRESCENT	4	65.00	59.71	35	35	0	0.00%
JAN	21 LA CROSSE	4	82.12	75.75	174	172	2	1.16%
JAN	22 LA CROSSE EAST	4	70.80	65.71	71	74	(3)	-4.05%
JAN	23 LA CROSSE NORTH LA CROSSE VALLEY	4	66.00	51.29	27	27	0	0.00%
JAN	24 VIEW	4	78.00	79.61	78	77	1	1.30%
JAN	25 LAKE MILLS	5	74.00	75.27	45	42	3	7.14%
	26 LODI	NO REPT	0.00	65.00	22	22	0	0.00%
JAN	27 MADISON	4	79.15	80.92	496	497	(1)	-0.20%
JAN	28 MADISON BREAKFAST	4	63.40	63.01	42	46	(4)	-8.70%
DEC	29 MADISON EAST	NO	0.00	46.73	44	42	2	4.76%
JAN	30 MADISON HORIZONS	5	68.00	74.80	33	36	(3)	-8.33%
JAN	31 MADISON SOUTH	4	64.15	69.14	81	82	(1)	-1.22%
JAN	32 MADISON WEST MADISON W. TOWNE-	4	76.00	79.57	69	69	0	0.00%
JAN	33 MID.	4	69.47	73.42	79	78	1	1.28%
JAN	34 MARSHFIELD	4	71.45	68.26	82	77	5	6.49%
JAN	35 MARSHFIELD SUNRISE	4	76.00	76.19	63	67	(4)	-5.97%

JAN	36 MAYVILLE		4	58.00	43.43	29	0	0.00%
SEPT	37 MEDFORD	NO REPT		0.00	35.14	18 16	2	12.50%
JAN	38 MENOMONIE		4	55.50	58.26	95	(3)	-3.06%
JAN	39 RISE MENOMONIE SUN-		4	65.15	68.05	33 36	(3)	-8.33%
JAN	40 MIDDLETON SUNRISE		4	82.35	78.77	17	2	13.33%
JAN	41 MOUNT HOREB		4	70.00	65.29	40	(1)	-2.44%
	42 NEILLSVILLE	NO REPT		0.00	0.00	18 18	0	0.00%
JAN	43 ONALASKA		4	74.50	76.03	38	(1)	-2.56%
JAN	44 OREGON		5	72.00	61.42	30	0	0.00%
JAN	45 PLATTEVILLE		4	77.20	75.89	12	0	0.00%
JAN	46 PORTAGE		4	58.00	53.71	48	0	0.00%
JAN	47 PRAIRIE DU CHIEN		4	68.00	58.57	43	3	7.50%
JAN	48 CO. REEDSBURG-W. SAUK		4	48.87	47.31	34 34	0	0.00%
JAN	49 RICHLAND COUNTY		4	67.71	61.76	24	(6)	-20.00%
JAN	50 SAUK-PRAIRIE		4	96.00	56.22	26	1	4.00%
JAN	51 SPARTA		4	56.00	59.57	31	(2)	-6.06%
JAN	52 STOUGHTON		4	73.00	63.14	45	(4)	-8.16%
JAN	53 SUN PRAIRIE		5	86.50	76.86	69	(1)	-1.43%
JAN	54 TOMAH		5	51.00	48.21	47	(1)	-2.08%
JAN	55 VIROQUA		4	47.00	57.29	23	0	0.00%
JAN	56 WATERTOWN		4	73.57	66.39	63	(2)	-3.08%
JAN	57 WAUNAKEE		4	50.50	50.13	96	0	0.00%
JAN	58 WAUPUN		5	64.00	59.93	25	(1)	-3.85%
	59 WISCONSIN DELLS	NO REPT		0.00	0.00	34 34	0	0.00%
JAN	60 WISCONSIN RAPIDS		4	69.64	68.55	115	0	0.00%
JAN	61 WIS RAPIDS SUNRISE		4	58.90	55.57	62	(10)	-13.89%
				59.39	59.70	3,474	(36)	-1.04%