

**Our District Messenger**  
**[www.rotary6250.org](http://www.rotary6250.org)**



**District Governor Hal Keitel 2006 -07**

**April 2007**

**Governor's Message**

I had the privilege of attending the District 6250 single PETS as well as a multi-district PETS this year. I really wanted to see what, if any, differences there might be. I must say our training team did an outstanding day and half of training. The materials were focused and the presentations were excellent. But last year when we were part of Tri District PETS, our trainers also did an outstanding job. Most of the training of the core curriculum was done by each district in their respective rooms.

So what were the differences? The first thing I noticed at D-6250's PETS was the absence of vendors and a Shelter Box display. Also, there were no representatives of Rotary International manning tables with information about RI and The Rotary Foundation, where participants could ask questions, gather materials and make a connection with Evanston.

But the biggest difference was, did we shortchange our incoming presidents by not providing them with an opportunity to:

- Meet a Rotary International director
- Meet a Rotary Foundation trustee
- Meet the General Secretary of Rotary International
- Learn about the World Affairs seminar
- Learn the scope of Rotary as a world organization

Ed Futa, General Secretary of RI, spoke at the Friday night dinner. Mr Futa opened his remarks by saying that the trend in Rotary International is to encourage districts to be a part of multi-district PETS. He cited Florida and Southern California as having recently become large multi-district PETS. Rotary International can only support larger PETS with staff and speakers, because of the cost.

He then made the following comment "Your President-elects learn as much, if not more, from the interactions at happy hour, dinner and in the hall from other attendees, RI leaders, and speakers as they do from the formal program."

The remainder of his speech focused on the many programs that clubs may get involved with and why the Matching Grant program works so well.

I ask, do we want to be isolated or be in the mainstream of Rotary?

*Hal Keitel*

## **April is Magazine Month**

No, we don't want you to sell magazines! But think about sharing your Rotarian Magazine with a potential new member. Or use the magazine to spark your club members' interest in Rotary topics. One club we know of runs a monthly 'contest' - one member creates a 'Where's Waldo' sort of question based on the current issue of the Rotarian Magazine, and the first club member to contact her with the correct answer, wins a fabulous prize!

## **Upcoming District Meetings**

### District Assembly, April 14, WI Dells

Your next opportunity for training is the District Assembly on April 14, 2007 at the Kalahari Resort. Recommended attendees include PE's, club committee chairs and officers, new members and other club members interested in enhancing the projects of their clubs. *More information can be found on our District Web Site*

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

### District Conference, May 4-6, -WI Dells

A lot of Rotarians have never attended a Rotary District Conference. Consequently, these members have not experienced one of the most enjoyable and rewarding privileges of Rotary membership. A District Conference is for ALL club members and their spouse or guest, not just for club officers and committee members. The purpose of a District Conference is for fellowship, good fun, inspirational speakers and the discussion of matters which tend to make one's Rotary membership more meaningful. Every person who attends a District Conference finds that being a Rotarian becomes even more rewarding because of the new experiences, insights and acquaintances developed at the Conference. Those who attend enjoy going back year after year. There is an annual conference in every one of the 540 Districts of Rotary. The meetings are considered so important that the RI President selects a knowledgeable Rotarian as his personal representative to attend and address each Conference. The Conference always includes several outstanding entertainment features, fascinating discussions and inspirational programs. One of the unexpected benefits of a District Conference is the opportunity to become better acquainted with members of one's own club in an informal setting. Some of the most lasting friendships grow from the fellowship hours found at the Conference. Attending the District Conference is certainly one of the very special dividends of Rotary. -

- Cliff Dochterman, RI President 1992093

*Registration information can be found on our District Web Site ([www.rotary6250.org](http://www.rotary6250.org))*

### Governor's Welcoming Party, June 24, - Columbus

It's 'Changing of the Guard' at the District level as Mary Kessens is welcomed as the 2007-08 District Governor. Watch for information on our district website, or contact the Rotary Club of Columbus.

## **Upcoming Club Events**

Thursday April 26 – Medford Annual Live/Silent Auction, Rotary Club of Medford

Thursday April 26 – Chicken Q Fundraiser at Myrick Park, Rotary Club of LaCrosse

Sunday June 3 – Fly In/Drive In Breakfast, Rotary Club of Reedsburg-Western Sauk

Saturday July 7 – Golf Tournament, Rotary Club of Neillsville

*Clubs – send your information to Julie or Hal, and it will be included in the next issue of our District Newsletter.*

## **District Speech Contest from Randy Otto**

The 2007 “Lead the Way” Speech Contest was held on Sunday, March 25, 2007 at the Historic Al Ringling Theater in Baraboo, Wisconsin.

Nine speakers participated:

1. SARA SCHEMPF – WATERTOWN
2. TRACY WALDINGER - SAUK/PRARIE
3. **TOSHA SONGOLO – MADISON - \$1250 Winner –**
4. BETHANY FREDERICKS – MADISON
5. **MICHELLE NEUMANN – SPARTA - \$750 Winner -**
6. JAMIE MAIERS – DEFOREST
7. SPENCER RETELLE – MADISON
8. RUSTY SCHULTZ – TOMAH
9. MALLERY OLSEN – MADISON

Congratulations to Tosha & Michelle, winners of college scholarships!

Thanks to Katie Otto, Max Otto and Patricia Miller for their invaluable assistance.

Thanks also to Sir Winston Churchill who took time out from his busy schedule to share his views on the subject of Leadership.

Kudos to Larry McCoy and his Al Ringling Theater staff for a wonderful tour which included a theater organ recital!!!

Next stop for the winning speakers will be the District 6250 Conference in the Dells scheduled May 4-6.

## **Orphan Train – Tanzania**

Over the past ten years the Orphan Train Project [www.rotaryorphantrain.org](http://www.rotaryorphantrain.org), facilitated by the Rotary Club of Madison West Towne-Middleton, has matched service clubs, schools, churches and other groups to numerous foreign orphanages in more than ten countries. Clubs and other groups that agree to create an ongoing relationship with an orphanage are referred to as “Orphan Train conductors.” *Read the article [click here]*

## **World Affairs Seminar**

“GLOBAL HEALTH - PRESCRIPTION for SURVIVAL: WHO’S RESPONSIBLE?” is the theme for the 31<sup>st</sup> annual **World Affairs Seminar** for High School Students June 16-22, 2007 at the University of Wisconsin-Whitewater.

Noted academic faculty and content experts from around the world will give formal presentations and lead discussions while insightful documentary films will give further perspectives on the relevant issues. *Read the rest of the article [click here]*

In 2006, D-6250 was represented by students sponsored by Black River Falls, De Forest Area, Eau Claire, Ft. Atkinson, Marshfield, Marshfield Sunrise, Middleton Area Sunrise, Waunakee, and Wisconsin Rapids Sunrise Rotary Clubs.

Over the last decade, 2/3rds of the clubs in D-6250 have sponsored at least 1 student in at least 1 year.

Seminar General Manager Rick Luedtke is most willing to visit your club and do a presentation on the Seminar. Rick is from Whitewater, and a Past District Governor in D- 6270. His contact information is:

(O) 262 472 1131

(F) 262 472 5210

Email: [luedkef@uww.edu](mailto:luedkef@uww.edu)

## **February Membership Report – Congratulations to clubs with a net growth July - February!**

Beloit	Black River Falls	Chippewa Falls
Columbus	Eau Claire	Edgerton
Fitchburg-Verona	Janesville	Janesville Morning
Jefferson	Lake Mills	Lodi
Madison	Marshfield Sunrise	Medford
Stoughton	Sun Prairie	Viroqua
Waupan	Wisconsin Rapids	Wisconsin Rapids Sunrise

*Read the March issue of 'Membership Counts' [click here]*

One of the District Goals this year is have all clubs regularly report their attendance by the 15<sup>th</sup> of every month. There is no formal report to submit. A simple report of meeting dates and attendance # at each meeting is all that is requested. Email the report to District Secretary Alan Selene at [alanselene@ryansigns.net](mailto:alanselene@ryansigns.net), or snail mail to Alan at One Ondossagon, Madison, WI 53719.

*The most recent report is posted on our District Web Site ([www.rotary6250.org](http://www.rotary6250.org) )*

The District Messenger editor is Julie Keitel. Send info to [jkeitel@new.rr.com](mailto:jkeitel@new.rr.com), or 9 W. 18<sup>th</sup> Ave, Oshkosh, WI 54902. The monthly deadline for articles is the 7<sup>th</sup> of the month, and the newsletter will be published by the 15<sup>th</sup>. The newsletter is emailed to club presidents and secretaries, assistant governors, and district committee chairs. Please copy and distribute to your club members, or post on your club website. More detailed information is available on the district website.

## **Orphan Train – Project in Tanzania**

Over the past ten years the Orphan Train Project [www.rotaryorphantrain.org](http://www.rotaryorphantrain.org), facilitated by the Rotary Club of Madison West Towne-Middleton, has matched service clubs, schools, churches and other groups to numerous foreign orphanages in more than ten countries. Clubs and other groups that agree to create an ongoing relationship with an orphanage are referred to as “Orphan Train conductors.”

Recently, one of those conductor groups, St. Thomas Aquinas Parish of Madison, arranged for a combined Orphan Train/St. Thomas Aquinas trip to work at the Mgolole Orphanage in Tanzania. The Mgolole Orphanage, located in Morogoro Tanzania (3 hours inland from the east coast of the country and abutting the Urugulu Mountains) was visited in September by Middleton Area Sunrise Rotarian Cora Holloway and Madison West Towne-Middleton Rotarian Jeannine Desautels along with Jeannine’s husband Ed. Prior to sending travelers, St. Thomas raised approximately \$25,000 for their orphanage and has provided a number of items, including AIDS testing, food, books, employment of additional workers and more. The orphanage is run by the Mgolole Sisters, a Tanzanian order of Catholic nuns. They are not related to any outside organizations. The orphanage itself is quite old and in need of repair. There were 42 orphans living in the compound at the time of the visit but the number fluctuates with new arrivals, transfers to the AIDS orphanage in Dodoma and occasionally a death due to illness.

First impressions of the orphanage were depressing. Fifteen small toddlers ran to team members begging to be held and hungry for attention. Few had shoes, upper respiratory illnesses were apparent, and several were suffering from various skin ailments. The situation in the nursery was sad because there was no one to hold the babies and the person assigned to care for them was overworked from changing diapers, feeding, caring for the sick. This job is 24/7.

There was no mosquito netting on the cribs and as a result, one baby became ill with malaria during the month of our visit. Another baby had been born prematurely, and at the age of 9 months, weighed less than 10 lbs. There was enough misery to go around.

Many of the mothers of these children have died in childbirth as prenatal care in this country is a luxury few can afford. At the age of 5, if the child in the orphanage has a parent, or relative to take them, they are sent out because they are deemed old enough to work fetching wood, water, etc. The children who remain in the orphanage attend a local school built by the Italians. The tuition is covered by the cost to the other students. There still exists a need for uniforms, books, supplies.

Although the area is rural and there are gardens and animals at the orphanage, there are many mouths to feed (orphanage, convent, old folks' home) thus the quality of the diet is poor. There is not sufficient milk. Meat is served once a week as is fish. Their staple, millet, is daily made up into a gruel paste which often gags the children. Illnesses are frequent. Quinine syrup used to treat malaria is costly. Children suffer from skin an assortment of skin ailments such as fungus which is common in the tropics.

The team hopes to improve the children's nutritional status, to expand their education into the preschool area as well as establish a library and to provide them with the resources to decrease the incidence of malaria by providing them all with good mosquito nets. With the help of volunteers and members of the congregation of St. Thomas Aquinas, there is hope for a better future.

Many Rotary Clubs in District 6250 and elsewhere are conductors on the Orphan Train. If your club isn't involved, consider becoming an Orphan Train Conductor. Information and contacts can be found on the web site.

Information provided by Jeannine Desautels

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“GLOBAL HEALTH - PRESCRIPTION for SURVIVAL: WHO’S RESPONSIBLE?”

is the theme for the 31<sup>st</sup> annual **World Affairs Seminar** for High School Students June 16-22, 2007 at the University of Wisconsin-Whitewater.

Noted academic faculty and content experts from around the world will give formal presentations and lead discussions while insightful documentary films will give further perspectives on the relevant issues.

Approximately 800 students from North America **plus international exchange students from around the world** will spend a week on the campus, studying and discussing this most timely topic. Three academic credits are also available to those students who also apply to UW-W as a “Special Student” for PoliSci 147.

The purpose of this unique high energy week is to provide a forum for future leaders to be introduced to some of the most perplexing global issues and to seek initiatives leading to solutions. It does NOT advocate a particular viewpoint; it DOES open minds to various thoughts and opinions. The experience will aid in ultimately securing a more peaceful and successful world.

Since 1977, the World Affairs Seminar has continually provided a stimulating, thought-provoking experience for participants, many of whom have gone forward with careers in the international arena. Alumni who have returned as presenters at the Seminar note that their participation was a significant determinant in choosing their vocation.

Informal sessions and recreational activity are also key components of the Whitewater experience. Seminar participants have access to the University athletic and recreational facilities as well as its library and computer labs.

Seminar participants are high school students who have completed grades 10, 11 or 12. They are enrolled in public, parochial, home, charter, magnet, or private schools of varying size, from urban to rural. Diversity abounds. While schools and community organizations often select and sponsor students, the Seminar maintains an open admissions policy which permits interested and qualified students, at their own initiative and expense, to apply to participate. All students must have the endorsement of their high school principal, counselor, or teacher.

For more information, please visit: [www.worldaffairsseminar.org](http://www.worldaffairsseminar.org)  
or phone toll free: 888-404-4049

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# *Membership Counts*

## *Zone 27 Newsletter*



March, 2007

**Message from Terry Mueller-RRIMC**

The last two newsletters addressed details relating to club governance issues. We consider these issues to be critical for the success of any membership campaign. The January 2007 issue highlighted the need to get the club in good shape. The February issue specifically addressed the need for the club leadership team to serve its two primary constituents, viz., club membership and the community. We also outlined the need for planning during the several months before taking office on July 1, 2007 to ensure success. We in fact proposed a detailed planning timetable reproduced here to highlight its importance.

<b>Time Frame</b>	<b>Action Items</b>
January – February	<ul style="list-style-type: none"> <li>▪ Identify and finalize the club’s organizational structure and its various standing committees</li> </ul>
February – March	<ul style="list-style-type: none"> <li>▪ Interview candidates for leadership positions</li> <li>▪ Identify task requirements and performance goals</li> <li>▪ Select and assign individuals to specific positions</li> </ul>
March – April	<ul style="list-style-type: none"> <li>▪ Hold the first formal meeting of the new board and committee chairs</li> <li>▪ Discuss and establish overall goals for the coming year</li> <li>▪ Utilize the “Planning Guide for Effective Rotary Clubs”</li> <li>▪ Assign each committee chair the task of detailing the group’s goals into specific actionable activities</li> <li>▪ Assign each committee chair to prepare a preliminary budget</li> </ul>
April – May	<ul style="list-style-type: none"> <li>▪ Hold the second meeting of the new board and committee chairs</li> <li>▪ Critically review inputs from all committee chairs</li> <li>▪ Integrate various inputs into one comprehensive document</li> <li>▪ Identify areas that need further work and/or inputs</li> <li>▪ Assign everyone to prepare the updated (near-final) version</li> </ul>
June	<ul style="list-style-type: none"> <li>▪ Hold the third meeting of the new board and committee chairs</li> <li>▪ Critically review and finalize the updated version of the plans and budgets</li> </ul>
July	<ul style="list-style-type: none"> <li>▪ Present your plans to the general membership</li> </ul>

We continue with the club governance issues with particular emphasis on the roles and responsibilities of various groups within the club.



## **Club Governance, Part III** **Roles and Responsibilities** **By Narayan Murarka**

***The most important objective of the club leadership team is to elevate the club to a much stronger position in all aspects than they found it at the beginning of their term.***

In the context of membership development, the good old plan “A” discussed earlier in our September 2006 newsletter is still essential. This plan calls for every member to invite prospective members as guests to club meetings. We also know that this plan has not been successful over the years of having being tried by all types of clubs. Summarizing ...

Who is responsible for bringing in new members?

Everyone, but.....

We have examined the various factors that affect the “but” part of the above answer. Our hypothesis is that the following two key factors contribute significantly to the reasons behind the “but”.

***Strong and effective clubs will attract members!***

***Interested and enthused members will invite guests!***

Our premise is that the membership development should not be approached in an isolated and exclusive manner. This matter should be addressed in an **integrated fashion** with other factors that affect the overall health of the club. In our January 2007 newsletter, we advanced a simple “Look in the Mirror” test to have a quick examination of your club’s health. The real question is then....

Who is responsible for getting the club in good shape in all aspects?

***Our answer: the club leadership team!***

What it means is that while everyone is responsible for bringing in a guest, the club leadership team members have added, well-defined and specific roles and responsibilities. The leadership team must lead by example. In the context of membership development, the first and foremost objective of the team as a whole should be to....

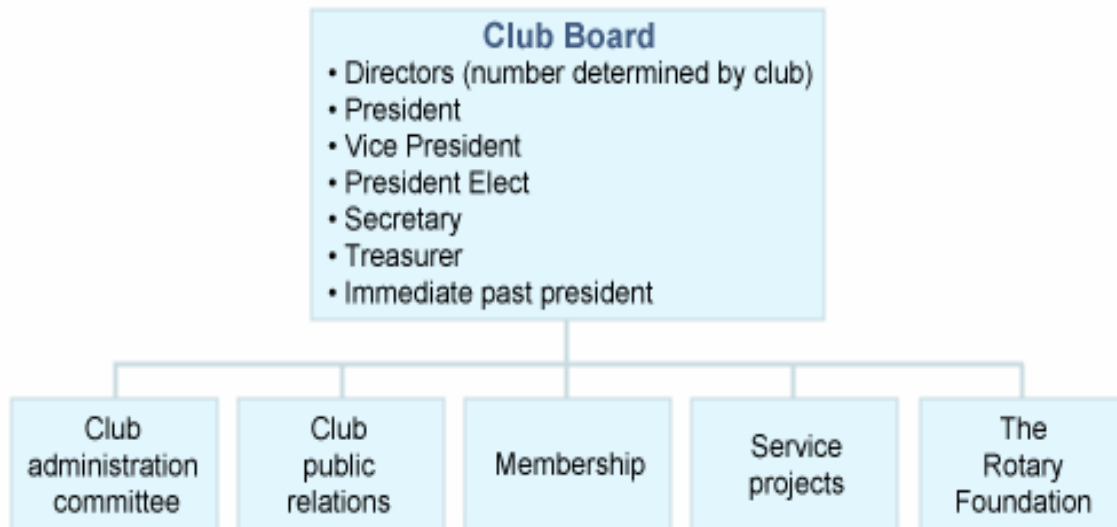
***Induct at least one new member during their term.***

*This amounts to only one new member among eight to 10 of the officers and board members.*

How can the leadership team ask members to bring guests and not do so themselves?

The entire board must take this goal as a personal challenge.

In order to further pinpoint roles and responsibilities for the leadership team, let us look at the new club leadership plan proposed by Rotary International as shown in the following figure. This identifies key positions within the club that are part of the leadership team. Each and every position has a specific role and responsibility that contributes to the future of the club and thereby to the membership development. Let us discuss these roles for each position:



**President:** As the chief executive officer (CEO) of the club, the buck stops at his/her desk. The president must lead and ensure that the club is organized effectively and efficiently with the right people holding relevant leadership positions. He/she is not expected to carry out detailed aspects of each and every task. Those are to be conducted by the other team members. It will help if the president follows some of the basic business strategies such as .....

- Seeking performance and results
- Not allowing non-performance, which leaves the non-performer with the feeling that it does not matter and is not good for the club
- By accepting positions on the leadership team, leaders are indicating that they have made adjustments to their personal lifestyles to make room for Rotary

These issues were discussed in our January 2007 newsletter. We recognize that there are challenges to implementing such concepts in a volunteer-based organization such as ours.

In our October 2006 newsletter we discussed in some detail the results of surveys that point to the existence of weak club leadership in the Rotary world. The club president must strive to prove this survey wrong when it comes to his or her club.

**Secretary:** Information flow is critical to the success of our clubs. Who is most equipped with information? Who is the closest to the membership records? Who collects monthly attendance data? Who facilitates new member applications? Who updates membership information at RI, district and club websites? Who provides information for publication in district and club newsletters? Who provides membership materials to the members to include club roster, badges, pins, T-shirts etc.?

Furthermore, the secretary is a key link between the membership at large and the club leadership team. He/she needs to collect the information in a timely manner and share it with the board and members at large.

**Treasurer:** As a steward of club finances, the treasurer is in an important position. With updated timely financial reports, the treasurer helps inform the membership and service chairs about the status of available funds to conduct various service projects.

**Board Members:** Board members are elected to debate and decide short-term as well as long-term ways and means to strengthen the club. This requires critical thinking, planning, implementing and

follow-up. *This group has the single biggest responsibility to ensure that the club is in good shape in all aspects to attract new members.*

**Club Administration Chair:** This person's responsibility is to conduct activities associated with effective operation of the club. Operation of the club's weekly meetings will make all the difference in affecting the enthusiasm and attitude of members. This will also make a positive impression on any visiting guests.

**Public Relations Chair:** The responsibility is to develop and implement plans to promote the club's service projects and activities to the general public. This clearly affects the club's appeal and public image in the community. The important goal is to create an image among the public so that business and professional men and women recognize the club as a respected moving force in the community. Here again, this contributes to the overall positive environment for attracting prospective members.

**Service Chairs:** Our community projects say a lot about what Rotary is all about. How much does our community know of our club and the work we do? Has our work impacted lives in the community? Have we been successful in uplifting children and youth? Have we provided a helping hand to the elderly and disadvantaged? All these factors and more define us as a club. Successful planning and implementation of such community projects will enhance the club's posture in the community.

**Rotary Foundation Chair:** Rotary's internationality provides so many attractive options to club members when they travel abroad. The many humanitarian projects conducted overseas attract new members. Availability of various kinds of international scholarships and exchange programs provides additional attractions to members. These RI and TRF programs must be promoted to members and prospective members.

**Membership Chair:** The most important person responsible for membership development is the membership chair. As discussed in detail in our November 2006 newsletter, this is the most critical position and one person can make a big difference (power of one). The success of the membership development campaign depends to a great extent on the type of person assigned to this position. We very strongly believe that *the membership chair must be an individual who has interest, enthusiasm and passion for this very important assignment affecting future of the club.* He/she must ....

- develop and implement plan A, then plan B and so on as necessary
- follow up, follow up and follow up
- keep membership issues alive year around
- keep trying different approaches in spite of setbacks
- engage the club members and board members so they *participate*

**Membership at large:** The membership at large has the primary responsibility to invite guests. Having said this, we must realize that a good percentage of our members are not comfortable asking others to come to meetings for various reasons. In spite of this personal preference, they have a responsibility to help. As a minimum, each member should be able to provide names of prospective members to the membership chair. The asking and closing of the deal can then be taken up by some outgoing members of the club who have experience in sales and marketing. The point is that everyone should find a way to help directly or indirectly. The membership chair needs to remind all members of their responsibilities every so often.

## Bottom Line

Let us present again the original question posed at the beginning of this newsletter.

Who is responsible for bringing in new members?

Everyone, but.....

Well, the answer to the “but” part is that there are well-defined and specific roles and responsibilities for every member in the club. They are different for different people in many ways. Our goal is to have the club in good shape by everyone pulling together in the same direction. This unified approach is much more likely to help the overall cause of membership development. This calls for a well-structured and unified approach. We can truly make progress through an integrated approach addressing multiple issues in parallel.

Finally, we offer the following for every member to think about:

**IF IT IS TO BE**  
**IT IS UP TO ME**

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