



# 6250 DISTRICT DISPATCH

District Governor

**Mary Kessens**

Serving Western Wisconsin  
& Southeast Minnesota

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## District Governor's Message

### The Opportunity of Rotary Membership

Mary Kessens



This is Membership Month in the Rotary calendar. It's appropriate that this theme comes early in the Rotary year. Membership should be at the beginning of every club's goal list this year. Membership among North American clubs is falling while international clubs are growing. Our own district's membership numbers have been flat for several years.

Our district and international membership goal this year is Net One New Member Per Club. This seems a very achievable goal. If we attain this number it means we will add 61 more Rotarians to our membership roles and attract members to replace the ones who leave. These new Rotarians can bring renewed enthusiasm for projects and increase our already generous spirit of giving. They can bring diversity to our meetings and new opportunities for our consideration. There is especially a need

to attract younger members to continue the important work we have done for so many years.

When we ask a person to join Rotary, we give them a special opportunity. New members have the opportunity to partake in the pride we all feel when we do good in the world. Being a Rotarian helps me make it through the day. Instead of focusing on conflict or challenges in my workplace, I think of those I have helped educate, those who now have a book to read, those who have clean water and less disease. Who wouldn't want to be able to have this legacy of good works in their life?

Give others this opportunity to help build a better community and a better world by asking them to join Rotary. Help these new Rotarians understand how they can change other's lives as well as their own.

Please be sure to read Richard Kinney's [Membership Report](#) below!

Best Wishes in Rotary,

Mary

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## District Goals for the Year

Mary Kessens

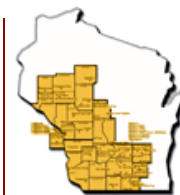
[Click here to download district goals as a pdf.](#)

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## District News, Events and Announcements

### Rotary District 6250 Contact Information

As part of our new management services we have a new phone number and mailing address for our district. Please use:



**Would you like to name the newsletter?**

[Click here to submit your idea for the newsletter name.](#)

Janesville Noon Club  
Question - Grant  
Opportunities for Uganda?

#### Update on Annual Giving

Foundation Annual Giving  
Record Set - Zone 27  
Numbers are In!

District Foundation  
Grants Sub-Committee  
Report

District 6250 Lags Zone  
in Annual Programs  
Fund Giving

#### Attendance Report

Medford, Granton and  
Madison Lead the Way - View  
June Reports

Rotary District 6250  
2830 Agriculture Drive  
Madison, WI 53718  
608.204.9835  
608.204.9818  
[RotaryDistrict6250@morgandata.com](mailto:RotaryDistrict6250@morgandata.com)

### Rotary Peace Scholar has Wisconsin Connections

*DG Mary recently received this special letter from a Rotary Peace Scholar who will begin studies in Buenos Aires, Argentina next year. Please feel free to support this Wisconsin native in his course of studies.*

My name is Will Harris and I am a recipient of the Rotary World Peace Fellowship, and I will be studying in Buenos Aires, Argentina in 2008-2009. I wanted to send you an email to let you know as I am originally from Mineral Point, WI, where my mother and father and sisters still live. I currently reside in Tucson, AZ with my wife Iza who is from Florianopolis, Brazil. I do not believe that I would have received the fellowship or be the person I am today without my upbringing in rural Wisconsin. The values, ethics and morality I was instilled with there have taken me far in life, and I believe will help me to make the world a better place.

I write not only to notify you of this success, but to ask if you offer the Ambassadorial Scholarship program in your district. I believe both the Ambassadorial program and World Peace Fellowship program are extremely important ways to help the youth of the world to get to know each other better in an effort to achieve Rotary's goal of world peace. Perhaps someday if I move back to the area I will be able to start a Rotary club in Mineral Point and contribute to the district.

Kind Regards,  
Will Harris  
[Click here for Argentina bios](#)

### New Interact/Rotaract Chair Appointed

**Jamie Durocher** of the Rotary Club of La Crosse East has accepted appointment as Chair of the Interact/Rotaract Committee for District 6250. One of Jamie's first priorities is to get a listing of Interact and Rotaract Clubs in the District. If your club sponsors Interact or Rotaract, would you please let Jamie know your contact information and contact information for the club you sponsor. Her e-contact information is listed on the district committee section of the district website.

### Information Resources for New Club Presidents and Secretaries

**Are you aware that Club and District Support (CDS) staff serve as your primary contact at Rotary?** Staff answers all Rotary questions as well as provide advice on club elections, constitutional matters, club traditions and customs, club operations, and RI Board policy. Below are some critical web resources to assist in leading and supporting your club in the year ahead.

- [Discover your CDS team](#) names and contact details.
  - [Print a list of helpful resources](#) for club presidents and secretaries.
  - Make online changes to your club's membership records, reference various Rotary Foundation reports, pay your club's dues, and report next year's club officers using [Member Access](#).
  - [Find club publications](#), audiovisuals, software, forms and supplies.
  - [The club president's checklist](#) is a monthly calendar for presidents and presidents-elect with reminders of club and district functions, as well as RI and The Rotary Foundation deadlines.
  - [The Club Leadership Plan](#) is a strategic planning tool based on the best practices of actual Rotary clubs.
- [IRS Information](#) for US clubs regarding tax status and mandatory reports – **including new IRS requirements for 2008.**

The RI Secretariat staff looks forward to working with you and supporting your club's service efforts in the year ahead. Be sure to contact your CDS representative whenever you may need help from RI Headquarters!

### Membership Chair Report - Just Ask!

By **Richard J Kenney**  
Rotary District 6250 Membership Chair

The title of Membership Chair really could be both Membership Recruitment and Retention, or R&R for short. This bigger scope was the subject of a very recent and successful Zones 27&28 Presidential Conference on Membership in South Bend, Indiana.

District 6250 is in Zone 27 and Zone 27 was lead by two PDGs, Mr. William Rust of White Bass Lake, Minne. and Ms. Terry Mueller of Crystal Lake, IL. They helped to organize the conference and served as discussion leaders. I am trying to get one of them to participate in our conference on this subject as well as RI Foundation in Wisconsin Dells on Saturday, Nov 3.

As the District 6250 Membership Chair I attended the one and a half days conference that was both opened and closed by RI President Wilf Wilkinson who has one very simple membership goal for this year: one new member, NET, per club. For our district with 61 clubs this means to add 61 members to our 3,400 members, NET, of any losses through attrition. So, the task is to both recruit and retain!

As one would expect, the conference was an opportunity to hear many ideas toward this end. Some were old ideas that seem to work and some were new ideas that may work. Over the next several weeks I hope to sort this out and work with my Membership Committee that is being formed to develop a plan that may be best if tailored for the different clubs, since one size does not fit all clubs. A few members have volunteered to participate, including last year's membership Chair, Amy Overly. Any more volunteers should contact me at [richardjkenney@yahoo.com](mailto:richardjkenney@yahoo.com). Club Membership Committee Chairs are good candidates. Please help!

**One old idea that I heard was pretty simple: ASK.** We have to ask good candidates if they have an interest in serving in the largest volunteer service organization in the world. Believe me, this is true and in the week following the conference, I had the chance to visit with two good prospects and I now have their approval to propose both of them for membership. So let's recognize that sooner or later in the process, we have to ask!

Additionally, I have heard that there is some interest in forming a new club in West Salem, just west of LaCrosse. This would be great and should be on the radar for this fall.

There will be more on ideas that seem to work towards both membership recruitment and membership retention in later notes. Meanwhile, please be sure to read pages 35-38 of the August Rotarian on this subject. It is loaded with ideas. The several pages after this article has a copy of the Rotary Basics which is also very useful in the recruiting effort.

## Rotary Youth Leadership Award - An Amazing Experience

By Scott Hood  
RYLA Chair, District 6250

As Rotarians, we are constantly watching our future. To turn over the reigns to those who exemplify the four way test. Our best course of action is to do our part to create future leaders and Rotarians. This is the foundation for the Rotary Youth Leadership Award.

As Rotarians, we look for interested, sincere, well rounded potential leaders for the RYLA program. It is designed for students who are sophomores this school year. The person/s you select represent your clubs in a leadership training program with approximately 75 other young leaders from around our District.

Collaborative leadership is the key of the program. There are discussions, challenging interactive activities, evening social events and more.

The conference is facilitated by Rotarians and Camp Manito-wish staff assisted by qualified educators and leaders in the areas business, law, government and community.

The selection of good conferees is an essential element in the overall success of the RYLA program.

RYLA objectives are to:

- Give communities the opportunity to recognize young people who demonstrate leadership in service to their communities
- Encourage and develop young leaders and potential leaders by providing them with a meaningful leadership training experience
- Demonstrate Rotary respect and concern for our youth.
- Teach the four way test of Rotary



The RYLA program is for:

- Any young person regardless of race creed color, gender ...
- Who is a high school sophomore in this year.
- Who has demonstrated leadership potential in school, civic or other organizations.
- Who has the desire to develop his or her leadership potential.
- Who will contribute to a meaningful conference experience.



(Rotary family members are eligible.)

The following quotes are from 2007 RYLA participants. Their voices express both the importance and impact the RYLA program has, and emphasizes the significance of Rotary Club participation in our district.

“ Camp Manitowish was one of the most amazing experiences I have ever had. It took each person individually to a new level. We each were pushed out of our "comfort circle" into a learning zone. The main focus of Camp Manitowish was to learn to work together in an organized fashion. We learned how to take an action plan and use it effectively. Each person learned what type of leadership they were capable. Personally I discovered that I observe and then think things through rather than take charge. We tried new things at camp. I did things I never thought I would do in my entire life. We jumped off of 35 ft. wooden cat walks and wooden poles. I made so many



new friends that I still talk to quite regularly. I had such an awesome time and I would be thrilled to go back at any given point.” (Lindsay J., RYLA 2007)

"I would just like to say that I had a great time being there and we did some fun things. It really taught you how to open up your mind and see things differently than most people would see it. We were supposed to open up our minds and see what was around us and take that back to school and in every day life. Let me tell I tried and people say things about you and make fun of you for it but you just have to hold on and say strong because you are a leader not a follower. You may have to be a follower to be a leader. Take a stand and do what you think is right. That is what I learned at this camp. Thank you." (Tabitha N., RYLA 2007)

Scott Hood

RYLA Chair, District 6250

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## **Group Study Exchange - Study Of Services To People With Disabilities in Argentina**

**By Robert Stroud**

Rotary International District 6250 and the Rotary International Foundation are pleased to announce that they are jointly sponsoring a Group Study Exchange with District 4850, which is in Argentina, northwest of Buenos Aires. The co-sponsors will cover the costs for a Rotarian team leader and four non-Rotarian team members. The team members must be between the ages of 25 and 40 at the date of application and both the team members and the team leader must be employed in providing services to people with disabilities. Applicants must live in Rotary District 6250. There is a strong preference for team members who are at least conversant in Spanish. This is our district's first single-vocation exchange. We expect that this vocational emphasis will help us convince both applicants and employers that this will be a worthwhile international continuing education experience for the team.

The district GSE committee would like to have applications for team leader submitted no later than **September 25** and team member applications submitted no later than **October 25**. Interviews for the team leader will be conducted in Wisconsin Dells in the first weekend of October and team member interviews will be conducted, also in Wisconsin Dells, in the first weekend of November.

The team will travel to District 4850 from March 15, 2008 until April 12, 2008. Since all team members have similar vocational interests, we anticipate that the exchange will have considerable exposure to institutions providing services to people with disabilities.

We also are looking for clubs wishing to host our visiting team from Argentina, with the same vocational emphasis. Host clubs should plan to have in-depth vocational visits for the visiting team at an agency, school or institution serving people with disabilities. Team visits usually last from 4 to 6 days and require, in addition to vocational activities, host families for visiting team (team leader and four team members), at least one-half day of free time for each three days of their visit, and transportation arrangements both during their visit and between host cities.

**For more information about Group Study Exchange and applications**, review the Rotary website for Group Study Exchange :

<http://www.rotary.org/foundation/educational/gse/index.html>

**Travel dates are:**

Wisconsin District 6250 team travels to Argentina District 4850 : on March 16 and returns to Wisconsin on April 12, 2008

Argentina District 4850 team travels to Wisconsin District 6250 : on April 13 and returns to Argentina on May 10, 2008

**APPLICATIONS FOR TEAM LEADERS ARE DUE SEPTEMBER 25, 2007 .**

**APPLICATIONS FOR TEAM MEMBERS ARE DUE OCTOBER 25, 2007 .**

Questions about or applications for this exchange should be forwarded to:

Robert R. Stroud  
STROUD, WILLINK & HOWARD, LLC  
25 West Main Street, Suite 300  
P.O. Box 2236  
Madison , Wisconsin 53701-2236  
voice (608) 257-2281  
fax (608) 257-7643  
e-mail: rstroud@stroudlaw.com

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## Club News, Events and Announcements

Do you have an upcoming Club Event or accomplishment that you would like to announce? Send your pre-written article to: [rotarydistrict6250@morgandata.com](mailto:rotarydistrict6250@morgandata.com).

### Waunakee Governor's Visit

July 19, 2007 - Highlights of the visit included a review of projects including the club's annual Rotary Lights which will open for it's third year in December, the recent senior picnic for Waunakee residents, the hosting of Russian marketers this spring, plans to return to Haiti for more work for safe water and their plan to take part in youth exchange this year with a young lady from Brazil arriving in August. For more details contact President Lynne Spielman at 850-5732.

### Wisconsin Rapids Club - PR Success

By Nelson Dahl

Interest and participation in the 2006-07 Rotary International (RI) funded public relation campaign was widespread - considered by many as a truly successful event. Many of our district clubs participated in the campaign to promote ROTARY. Participants could receive up to \$3,000 from RI and were encouraged to use the "Humanity Motion" campaign materials and other materials from RI's website. Eligible mediums included radio, TV, billboards, newspaper supplements and others.

**The Wisconsin Rapids Noon and Sunrise Rotary Clubs prepared a 16-page Newspaper Supplement.** The "Tab" as it is referred by the Daily Tribune was published on May 17, 2007 and was distributed to 12,000 households throughout the Wisconsin Rapids area. It included articles on 16 Rotary topics, many facts on the evolution, benefits, and successes of Rotary – with a tasteful use of graphics from Rotary's annual theme "Lead the Way". The back page included a full display of "Tree of Hope" for Polio Plus – a captivating "Humanity in Motion" PR piece.

The six-member project team included a Director from the Board (Nelson Dahl) and members of the Public Relations Committee (Helen Jungwirth, Chair; Patti Cahill, Steve Heiger, and Past District Governor Robert Zimmerman) from the Noon Club and the Sunrise Club's President-Elect (Josh Mason). The team analyzed the options, prepared a strategy and recommendation for board approval, and submitted their grant proposal to RI. "Considering the amount of competition for the PR Grant funds, we were thrilled when the \$2,000 grant-award was received. This has helped us accomplish one of our clubs key initiatives-to raise the awareness of how Rotary is making a difference in our community and the world." said then Club President JR Siewert.

"Relying on the appropriate people for the information, along with a well-organized and structured project team were key ingredients for success," according to project leader, Nelson Dahl. "We just told our Rotary story based on the involvement and experiences of our members."

Helen Jungwirth, Publisher of the Daily Tribune and Chair of the Club's PR Committee had the important responsibility of guiding Tribune staff in developing the graphics and format for the Tab, along with coordinating and proofing the articles. "Helen took on a heavy burden for this project, both professionally and as a Rotarian – with outstanding results" said Dahl.

According to current Club President Ron McCabe, "This grant and project has given us a spring board to pursue continued PR efforts in the future, provided that adequate funds are available. A significant in-kind contribution was made by the Daily Tribune. The Tab is also on-line and can also be viewed at <http://adserver1.harvestadsdepot.com/gcorp/ss/063456/> and <http://www.wisconsinrapidsrotary.org/>. Other joint PR initiatives are being considered by the two Clubs for the 2007-2008 Rotary year.

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### Eau Claire Morning Rotary Charity Golf Outing

The First Annual EC Morning Rotary Charity Golf Outing is September 20, 2007 at Hillcrest Golf & Country Club. Registration is open to anyone, but we'd love to have it filled with Rotarians. Below is a link to a page on my website that has all the information about the outing, sponsorship opportunities, links to the groups we are raising money for and a registration form. [www.gilesphoto.com/rotary.html](http://www.gilesphoto.com/rotary.html)

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## RI News

### Polio Plus Effort Continues

Supporting social mobilization activities is an ongoing program that will continue until the time the last case of polio has been reported...

Click to view these Polio Plus reports:

- [PolioPlus Partners Newsletter](#)
- [The Need - PolioPlus Partners in 2007-08](#)
- [The 2007-08 PolioPlus Partners Challenge - What Can Rotarians Do?](#)

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### Rotary International President Announces Award Opportunity

Dear Fellow Rotarians:

It is with great pleasure that I invite you to submit a nomination for the 2007-08 RI Service Above Self Award.

The RI Board of Directors approved this prestigious award in March 1992 as a way to honor those Rotarians who demonstrate exemplary humanitarian service and who, through their personal efforts, embody Rotary's motto of "Service Above Self." This award is intended to recognize Rotarians for their humanitarian service, rather than their service to Rotary. Each day there are Rotarians worldwide who generously give their time and effort to serve others, but often without recognition. The Service Above Self Award offers a means of honoring those who might otherwise go unrecognized.

Nomination forms are available for download from the RI Web site through the following link: [www.rotary.org/newsroom/downloadcenter/pdfs/award\\_sas.pdf](http://www.rotary.org/newsroom/downloadcenter/pdfs/award_sas.pdf). **Please note that 1 September 2007 is the deadline by which nominations must be received at RI World Headquarters.** Nominations will be reviewed by the RI Board at the November 2007 meeting. If you have any questions, please contact Jesse Allerton via e-mail at [riawards@rotary.org](mailto:riawards@rotary.org), via phone 1-847-866-4494 or fax 1-847-866-6116.

I look forward to your participation.

Sincerely,

Wilfrid Wilkinson  
2007-08 President, RI

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### Ask Mary

DG Mary,

I am a new Rotarian since 3/2007. I am so glad I was invited to become a member. I have heard you talk about your work in Nigeria and it deeply touches my heart. I am originally from Uganda, a country with exactly same problems as Nigeria. Having seen/heard all you are doing, I have been challenged and motivated to do something for Uganda.

What grants would you advise me to apply for thru my club? That part I haven't yet figured out and my club does not know much. What advice would you give me regarding that?

Fellow Rotarian,  
Joy Ngobi  
Janesville Noon Club

Dear Joy,

*I have much advice for you, but will limit it for starters to a few things. First, establish contact with a Rotary Club in Uganda who is willing to communicate with you and support a matching grant with your club. Seek out a project that will motivate you and your club's involvement. If you don't already have contacts, check out the World Community Service Projects database at <http://www.rotary.org/programs/wcs/projects/database.html>. Find a group of at least two other like-minded Rotarians in your club. You will need to have a committee to apply for a matching grant and build support within your club. Download information from the Rotary.org website on matching grants and how to fill out the form (<http://www.rotary.org/foundation/grants/index.html>). It may be that your new friends in the*

*Uganda Rotary Club are already familiar with this process. You will need to make sure your project meets all of the criteria for a matching grant including minimum size levels. Contact Sandee Macht, our district Foundation Grants Sub-Committee Chair, ([macht@execpc.com](mailto:macht@execpc.com)) for assistance. She will be happy to talk with you and review your grant draft before formal submission. Good luck and have fun building new relationships and doing good works between Wisconsin and Africa!*

*Best Wishes in Rotary,*

*Mary*

Do you have a question for our District Governor Mary Kessens? If so [click here](#) to email your questions to Mary Kessens.

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## Update on Annual Giving

### Foundation Breaks \$100 Million Mark in Annual Giving

**By Anita Rieder  
Annual Giving Officer, The Rotary Foundation**

Many of you have been asking for the newest Monthly Contribution Reports and final numbers for annual giving in FY 2006-07. I know it is hard to wait, so thank you for your patience. The Rotary International Finance staff has been working tirelessly to enter all June contributions.

The books are now closed, and we have great news! Our Foundation has not only broken the \$100 million mark in annual giving - for the first time in Rotary history- we surpassed it by \$2.5 million. Annual Giving saw an astounding increase by nearly 12%. This is extraordinary, particularly when compared with the fund raising achievements in other nonprofit sectors.

Follow these links to view the [Wisconsin Club Reports](#) and the [Regional Contribution Report](#).

CONGRATULATIONS and THANK YOU for all you did to help reach this extraordinary milestone!

Take a moment to enjoy our incredible success. Share the news with all districts and clubs with whom you actively work! And remember to express gratitude - we can never thank enough.

But don't celebrate too long - we are well into 2007-08 now, and many have yet to make their leadership gift to show how Rotary Shares!

Thank you so much!

*Anita Rieder*

## District Foundation Grants Sub-Committee

**Grants Approved in 2006-7, Opportunities for 2007-8 Rotary Year**

[Click here](#) to view the Committee Report

## ROTARY SHARES Theme Ties and Scarves Now Available with Foundation Contribution

**By Anita Rieder  
Annual Giving Officer, The Rotary Foundation**

Lead by example with a gift at the start of this Rotary year. Our staff will be able to process the request within 36 hours. This could be a great opportunity to present Rotary Shares theme items as gifts (or auction items) at upcoming district events. Furthermore, consider asking each club president to make their personal contribution now and receive an RI Presidential Theme Tie or Scarf commemorating their year as president.

A limited supply of 2007-08 Presidential Theme items are available, on a first served basis while quantities last, with a contribution of US\$125 to the Annual Program Fund. By US tax law, there is a Quid Pro Quo of US \$25 in which a tax receipt will be issued for US\$100. 100% of the contribution, however, will be recognized towards your Sustaining Member, Paul Harris Fellow, Paul Harris Society and Major Donor recognition - and most important, be directed to our Foundation's life-changing programs.

All theme items must be requested at the time the contribution is made to and/or receipted by The Rotary Foundation. We are unable to fulfill requests for theme items on past contributions.



To receive a theme item in appreciation for your contribution, you must fax or e-mail a scanned credit [card contribution form](#), completed with signature, mailing address and (this is important) "Theme Tie/Scarf" clearly indicated on the form, to:  
Attn: Simone Chong, Manager of Operations  
E-mail: [Simone.Chong@rotary.org](mailto:Simone.Chong@rotary.org)  
Fax: 847-866-1894

## **District 6250 Lags Zone in Annual Programs Fund Giving**

**By Mary Kessens  
District Governor**

Our District 6250 is apart of a larger Rotary Zone composed of 11 other districts. Although giving in our Zone increased over 8% in Rotary Year 2006-07, our district contributions decreased over 10% from the prior year to \$220,207.77. Our District per member average stands now at \$64.63. Almost half of the districts in our Zone have exceeded this goal and one district stands at \$213.73 per member. Our District has the lowest average. This has not been true in prior years. Follow this link to view our District 6250 [Every Rotarian Every Year Report](#).

Clearly there are many generous Rotarians in District 6250 who understand the benefit to us and to the world of contributions to The Rotary Foundation. There is an opportunity for improvement in our Annual Programs Fund giving in the coming year. Our goal remains to achieve the Every Member Every Year goal of \$100 per Rotarian. As I travel around the district, it is clear to me that we have many people who are not aware of the options to utilize The Rotary Foundation for matching grants for local projects and for their club's international projects. We have failed to communicate opportunities such as Ambassadorial Scholarships. We received no applications last year. We received few applications for international matching grants. However, your generosity to the Rotary Foundation allowed us to contribute \$50,000 to the polio eradication effort from our district designated fund.

To those generous individuals who already contribute to the Rotary Foundation, talk to you clubs about why you give. Club Presidents, appoint one of these individuals as your Rotary Foundation Club Chair. Rotary Foundation Club Chairs, raise awareness about the importance and benefits of Rotary Foundation contributions. Conduct a Rotary Foundation annual fund drive. Ask every member for their \$100/year pledge to the Rotary Foundation. Help club members understand that Rotary is about giving to both local club foundations AND The Rotary Foundation, just like we all contribute to many good causes. Contributions to The Rotary Foundation can help multiply the money of your local club foundations through application for matching grants.

There are so many good reasons to give to The Rotary Foundation. If you would like to increase awareness or get help for an annual campaign, please contact any of the District Foundation committee chairs whose contact information is available on the district website, [rotary6250.org](http://rotary6250.org). They would be pleased to tell you how your club can participate in and benefit from The Rotary Foundation and how to increase donations from your club.

I look forward to achieving the Every Member Every Year goal of \$100/Rotarian in this Rotary year.

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## **Attendance Report**

[Click here to submit your club's attendance report](#)

Medford Rotary Club grows by 16.67% and Madison adds 19 new members year to date!  
Granton achieves 99.75% attendance for the year!

[Click here to see the full June Attendance Report.](#)

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