

The Piedmont Rotarian

ROTARY DISTRICT 7690 • January 2003 • DISTRICT GOVERNOR'S NEWSLETTER

"Sow the Seeds of Love"

Henry Brown, District Governor, 495 Crest Rd., Southern Pines, NC 28387

TAKING STOCK: A LOOK BACK AND A LOOK AHEAD



Henry Brown

One of the figures of Roman mythology was Janus, the god of gates and doors, of beginnings and endings. He is depicted with two faces, one looking forward and the other looking backward. He gives his name to our month of January when we typically reflect on the events,

accomplishments, successes and failures of the year just past and then predict, plan or otherwise provide for the things we would like to do or see happen in the year that lies ahead.

Our Rotarian gardener, our Sower of the Seeds of Love, might well be of the same mind and attitude as mid-year in the 2002-2003 growing season arrives. Even as fast as the time has flown, it is hard for me to realize that my DG term is at mid-point. I am reminded again how much there is to do in the Rotary garden and how quickly our opportunities to get a crop in the ground can slip right past us. But much has been done by our clubs since last July. Many crops are silently but surely growing under our very feet, waiting for the harvest that will come to reward the Sowers and their diligent work.

Some of the harvests have already begun. There are new members who are contributing to the effectiveness and involvement of their clubs in their communities. There are community service projects of legion number and proportions which have enriched the lives of the citizens of our hometowns. The growing success of our campaigns to raise the funds to eradicate polio gives us all encouragement to carry this struggle to its ultimate victory over a dreadful foe. So we have been busy and productive - - and we have been having fun in the process!

Let's look ahead now, to the work yet to be done, to the crops that can still be planted this year, to the harvests that will be realized before January turns into June. How about the Gold Club award competition? Just a little over two more months before those scoresheets must be turned in, but don't let that hold you back from remaining in the competition. I really am hoping that the "50 or fewer" group of clubs (continued pg.2)

LET'S TELL THE TALE!

Rotarians are typically fairly quiet and unobtrusive.

Well, not the MEMBERS I know! The Rotarians I know are smart, busy, committed to community, active and far from quiet and unobtrusive. So then why do we not do a better job of sharing our work and good news with the public at large?

Let's toot our own horns. We certainly have good stories to tell. With good media coverage, our organization's name will be out there in the public where it belongs. Recruiting qualified members will follow naturally because they too will want to be a part of this active international scene.

And WHY should we do this work? First, we need to do our best to insure the continued success of our clubs. New, qualified and younger members will make that happen - and they need to know we are here.

Second, RI will be celebrating the Centennial in the year 2005. At that time, there will be a huge celebration of all that has happened in Rotary across the world. Here in our District, we want to pave the way now for good media relations and exposure to the public so that when that 100th year anniversary rolls around, we will get the best coverage possible by local media.

So here are some tips to share with your memberships to get started down that road.

Determining what is newsworthy

- Should be relevant to the community at large.
- Significant monetary donation to a non-profit organization.
- Collecting canned goods or school supplies, adopting a charity during a holiday, a significant meeting speaker with a relevant message, etc.
- Response to an article or story relevant to the work of your club or RI.

(continued pg. 2)

WILLOW CREEK IS 49

Congratulations to the Rotary Club of Willow Creek which has become the 49th club in District 7690.

The club was chartered on November 24, the same charter date of their sponsoring club, Kernersville. The club meets on Thursday at 7:15 for breakfast at Willow Creek Country Club in Davidson County. PDG Arnold King served as the special representative. Margaret Padgett is the club's charter president, and Dewey Jordan is the club's charter secretary.

DIRECTORY UPDATES

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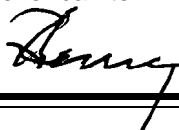
(cont. from pg 1_A Look Back and A Look Ahead)

--that's about half of the clubs in our district - - will make a serious run at the GGC recognition at the district conference in April.

Many, many of you are much closer to the top of the heap in your class than you might think!! Fill out that form and you'll see!

Then there's the Centennial Community Service project to honor your club, your community and the 100th birthday of Rotary International in 2005. If you missed the January 1 deadline for getting your project registered with RI, send it to me this month and I'll use my tremendous clout to get your entry in under the wire anyway. Don't put yourself in the position of looking back at this as an opportunity that you let slip past your club. You may not be around for Rotary's Bicentennial!!

Please read the excellent article in the adjacent column about telling Rotary's tale. Jean Davison gives us good food for thought and action on getting our story out. Think also about sharing news of your club's activities with all the rest of us down at Sea Trail in April. Do your part to help Chairman Bob Tate get all of us involved in the fun task of pulling our district conference together for our mutual enjoyment and education at Sunset Beach. Make sure that you are part of the 10% of your club's membership that your president is bringing to Sea Trail. Exercise your own Power of One and see what a tremendous difference you can make -- because you never can tell who is watching you!



Rotary International Convention

The site for the 2003 RI Convention is Brisbane, Queensland, Australia and the dates are June 1-4, 2003. In your September, 2002 The Rotarian magazine, you will find a registration form, a hotel reservation form which includes the ratings (deluxe, superior, standard, etc.), the costs and the locations along with a map of downtown Brisbane. If anyone needs to be furnished with a copy of the above forms, please contact me. There is a registration deadline of March 31, 2003, if you have not already registered in 2002. On site registration will be handled at the convention and not accepted by mail or fax.

Attending a RI Convention is a wonderful way to better learn what Rotary is all about. Attending the 2003 convention in Brisbane will be a fond memory for the rest of your life. Visit New Zealand or take one of the pre or post convention tours offered in all Rotarian magazines. Please call me if I can assist you in any way at 336-882-6139.

Bob Rankin, RI Convention District Chmn.

(continued from page 1 - Let's Tell the Tale!)

- Recent concerns about polio outbreaks - a great chance to use letters to the editor or "Op Ed" piece in your newspaper
- Timely human interest story - any project related to international relations, Rotary Exchange, work with youth
- Activities of prominent community members
- Stories with a strong visual element for television or print media

How do I know when there is a potential story out there?

1. Enlist the help of your fellow club members.
2. Ask the Board to take a personal interest in this effort and get stories.
3. Pass around a sheet once a month at meetings and ask members to give you their name and phone number if they feel they have a story of interest.

Don't forget the less obvious opportunities

- Contact your club's president's college for announcement of his/her position in the alumni magazine
- Neighborhood and community newsletters
- Corporate newsletters

The best public relations come from word of mouth. Keep your members informed of the good news and encourage them to spread the word. And don't forget that I am here to help guide your process if I can be of help. Don't hesitate to call me at 336-286-2285 or e-mail me at jdav321@aol.com.

I look forward to working with you to "tell the tale."
- Jean Davison, District Chm. Public Relations

CONFERENCE CORNER

by Bob Tate

Well, District Leadership, we are off to the races now in creating the dynamics that lead to a super District Conference. The diversions of the holiday season are behind us and soon some 3400 registration forms will be in the mail to our members. On Monday January 13 the ADG's will meet in Asheboro with Gov. Henry at the home of Don Allred. Following that, I will chair a Conference planning meeting at 3 pm in Asheboro at the Chamber of Commerce building at 317 East Dixie Dr. (about three blocks east of US 220 on the left). I ask that the ADG's also join my gathering. Meetings will also be held there on February 10, March 10 & April 14. Please send any agenda items you may have, questions in general and suggestions to: bobtate@ac.net. The Pinehurst Club will gather on Saturday January 18 to affix the mailing labels you sent to Margaret. Please send any new member addresses as soon as possible.

AREA VI CLUB NEWS

Area 6 consists of the clubs of the greater High Point area.

Archdale-Trinity Rotary Club

- Will celebrate club's 10th anniversary
- Victory Junction Gang Camp remains principal area for fundraising and assistance.
- Working with Furnitureland Rotary Club to charter an Interact club at Trinity High School
- Collecting funds for Alzheimer's research
- Participating in Save-the-Sudz campaign for local shelter
- Developing a major annual community based fundraiser to replace ill-fated dove hunt

M. Alan Thornton, President

Rotary Club of Furnitureland

- Arranging a March 6, 2003 Auction, an annual affair which serves as our primary fundraiser
- Shipped over 3.5 tons of books to the Philippines for the Rizal High School Library Project. This Manila high school has over 25,000 students with an existing library collection of only about 10,000 old books.
- Continued our Save-the-Sudz project for Open Door Shelter
- Raised over \$6,000 for Rotary's Polio Eradication Campaign for an average of over \$100 per member
- Acted as a founding club for the new Southern Guilford Rotary Club
- Established a new Interact club at High Point Central High School. Club was dormant last year.
- Rotary Foundation drive will average over \$200 per member
- Increased membership from 58 at the beginning of the club year to a current level of 64
- Recognized Students of the Month at Fairview Elementary and Trinity High School

David Pruette, President

Rotary Club of High Point

- Exceeded our goal of raising the same amount from our auction on 11/8. We anticipate sending \$25,000 to the Victory Junction Gang Camp, as we did from the last auction, and also fund other charities from the rest of the proceeds.
- Polio Eradication continues to be a priority, and we will exceed our pledge of \$100 per member. We have been successful in asking our members to name Paul Harris Fellows as a way of designating funds for this effort.
- Membership is also a priority, and we've had a net gain of one since the beginning of the Rotary year, in spite of a number of losses.
- Our Club is still actively supporting the "Save the Suds" program by donating hotel toiletries to local shelters.
- Hosted our children's Christmas party on December 19, with approximately 80 children who saw Van Denton host a visit from a magician, Santa, received books, candy, and a small amount of money to help brighten their holiday.
- Our Salvation Army bell ringing was a major effort for our Club members.

- Supported the **Canstruction** project, as we do each year, collecting food and money to distribute in the Triad area.

Al Adams, President

Jamestown

- Feb. 18, 2003 marks the club's 50th Anniversary. A Gala Anniversary Party is planned at Grandover Resort.
- The 41st annual Jamestown Horse Show was a great success. This helps to sustain the club's ability to make donations throughout the year.
- Jamestown Rotary Club hosted their 4th Jamestown Christmas Parade, with 80 entries and Mrs. North Carolina, to kick off the Holiday Season and keep a wonderful involvement in the Community.
- Participated in Jamestown Day.
- Co-Sponsor of Southern Guilford Club in Greensboro.
- An Iron Lung is on loan to us for Polio Eradication.

John Costa, President

Oak Hollow Rotary

- Developing a fund for landscaping the Rosetta Baldwin school. Contributes to this fund in lieu of giving a gift to program speakers.
- Participated in Kids Voting
- A wreath and Christmas greens sale raised \$2,000+.
- Because of the success of the International Community Service Project with RC Trivandrum South in District 3210, Oak Hollow is providing leadership in funding a eye health camp in the same district. President-Elect Vinny Satchel's father is a member of Trivandrum South.
- Working with Triad Rotary Club to charter an Interact club at Ledford High School in Davidson County.
- Issued a challenge to other Rotary clubs to softball tournament to be held in the Spring. This will be the club's major fundraiser this year.

Ted Killingsworth, President

ROTARY CLUB OF THE TRIAD

- Drew the winning ticket on December 21 for our major fundraiser, the raffle of a Harley Davidson motorcycle.
- Hosted 16 students at our annual Shadow Day program.
- Recognized 3 of our 9 students of the month in competition for the Jim Sloop Scholarship.
- Helped host a blood drive at John Wesley College.
- Delivered gifts to children of incarcerated parents in conjunction with the NC Prison Fellowship ministry in our annual Alton Smith Angel Tree project.
- Continue to collect toiletries for distribution to various community service agencies.
- Has agreed to support an eye clinic project in India.
- Conducted several !RAH! events—'Rotary after Hours', a casual gathering of members & friends.
- Enjoyed a holiday party at the Barn Dinner Theater.
- Conducted election of new officers on December 3.

Bruce Laney, President

Area 6 Assistant Governor, Phil Morris is a member of the Rotary Club of Furnitureland. He is serving his second term as Assistant Governor for Area 6 Rotary Clubs. He is also involved in District communications projects, and is Webmaster for RI's Rotary Fellowship website (www.RotaryFellowships.org)

Attendance for November, 2002

CLUBS	6/30/02	MBR / MBRS. /	ATTEND/NET	GAIN/LOSS	MTGS.
Alamance	47	49	69%	0	4
Alamance Bkft	31	29	96%	0	3
Archdale/Trinity	32	32	82%	0	3
Asheboro	118	121	91%	-1	4
Burlington	40	38	71%	0	3
Carthage	21	22	71%	0	3
Clemmons	120	122	89%	-1	4
Crescent	124	128	94%	0	4
East Greensboro	20	17	64%	0	4
Eden	54	55	79%	0	4
Elkin-Jonesville	49	45	72%	+2	4
Furnitureland	58	64	80%	+1	4
Gate City	50	51	92%	+1	3
Graham	40	40	75%	0	3
Greensboro	332	343	67%	0	3
Gboro Arpt	34	38	85%	+1	4
Guilford	54	55	92%	-1	3
High Point	200	195	63%	-6	4
Jamestown	35	36	78%	+1	4
Jonesboro	63	60	78%	0	3
Kernersville	46	51	75%	+5	4
King	23	22	82%	-2	3
Lexington	55	52	67%	+1	4
Liberty	21	21	71%	0	3
Madison/Mayodan	44	44	63%	0	4

CLUBS	6/30/02	MBR. /	MBRS. /	ATTEND/NET	GAIN/LOSS	MTGS.
Mocksville	72	71	62%	0	4	
Mount Airy	101	105	81%	-2	4	
Oak Hollow	21	24	74%	0	4	
Pinehurst	24	25	80%	0	4	
Randolph	67	70	80%	0	3	
Reidsville	91	84	69%	0	4	
Reynolda	126	124	69%	0	4	
Sandhills	42	41	73%	0	3	
Sanford	91	85	68%	-2	4	
San-Lee	29	31	88%	-1	4	
Siler City	69	68	80%	0	4	
Southern Pines	80	79	86%	+1	4	
Stoneville	15	14	83%	0	4	
Stratford	148	148	69%	0	4	
Summit	143	140	73%	0	4	
Surry Sunrise	50	54	75%	+2	4	
Thomasville	87	84	68%	0	3	
Triad	48	52	55%	+1	4	
Troy	30	31	67%	0	3	
Walnut Cove	18	17	72%	0	4	
Winston-Salem	256	258	52%	0	4	
Yadkinville	23	24	57%	0	4	
Yanceyville	22	22	72%	0	3	
DISTRICT	3364	3381	75%	0		

Special Upcoming Events...

- **PETS Training for Presidents-Elect, Greensboro, NC**
March 7-8, 2003
- **2003 District Conference, Sea Trail, Sunset Beach, NC**
April 24-27, 2003
District Assembly - TBA
May 20, 2003
- **2004 District Conference, Asheville, NC**
April 22-25, 2004

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www.Rotary7690.org
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