

# The Piedmont Rotarian

ROTARY DISTRICT 7690 • SEPTEMBER 2009 • DISTRICT GOVERNOR'S NEWSLETTER

*"The future of Rotary is in your hands."*

*Mike Conrad, Governor, 212 Staunton Drive, Greensboro, NC 27410*



## "The Future of Rotary"

At the halfway point of my club visits, I continue to marvel at the great works of the clubs in our district. I am seeing that District 7690 Rotarians live Rotary's motto of "Service Above Self," and are embracing this year's theme, "The Future of Rotary Is In Your Hands."

Mike Conrad

I want to commend all the clubs for your interest and support of Rotary's youth activities. The month of September is designated as "New Generations Month" to focus on all Rotary activities that support the development of young people, "The Future of Rotary."

Have you ever wondered how to attract the next generation to Rotary? It is simple. Establish a Rotary Club for the New Generation. I believe there is a group of young professionals who, given the opportunity to join together under the banner of Rotary, would thrive as a club in our district. These young professionals are already compelled to help those with lesser means by their volunteer work in schools, in scouts, or through their places of worship. Imagine the energy and excitement this age group could bring to our district! We must rely on this New Generation to keep Rotary as the premier volunteer service organization in the world. These young people are our future and deserve our efforts to provide them an opportunity for "Service Above Self." Dupont Kirven, our district Membership Extension Chair, can ably assist you in your efforts to start a young professionals club in your area. We have many younger Rotarians who would be glad to assist you in this effort as well.

Rotary affords us the opportunity to become involved in many youth programs. With school just getting back in session, there is no better time to showcase these youth activities of Rotary: the Youth Leadership Program, Youth Exchange, Interact and Rotaract.

First, the Rotary Youth Leadership Program just concluded in July at Guilford College. This wonderful program is sponsored by the Greensboro Rotary Club in cooperation with the Center for Creative Leadership. This year 55 selected high school juniors and seniors from District 7690 had the opportunity to develop effective and responsible leadership skills. In addition to the leadership provided by the Greensboro club, Patrick Eakes and I had an opportunity to spend some time with this energetic and interested group to tell them about Rotary opportunities for youth at both the high school and college levels. (....cont. pg. 2)

## Youth! The Rotarians of Tomorrow

RI President John Kenny could not have chosen a more fitting theme for his Rotary year than "The Future of Rotary Is In Your Hands". While it applies to the immediate concerns within our country and across the world, it also applies to the future generations of ROTARIANS! Without a concentrated effort to cultivate our young people in the ways of service, Rotary could eventually fade away. Because of our efforts today with Youth Exchange, Interact Clubs and Rotaract Clubs, that will never happen; but we must not lose our focus.

NOW is the time to foster the development of our youth in high schools and universities. NOW is the time to start anew our efforts to charter new Interact and Rotaract clubs and strengthen existing clubs. As a youth coordinator in your Rotary clubs, you should be visiting schools NOW. Get to know your high school principals and faculty advisors. Find out how your clubs can assist their clubs. Actively find ways to include young people in your weekly meetings, service projects, fundraisers, and socials. Honor and mentor your youth with special recognition programs and scholarship awards. As these young people see firsthand what Rotary does in our communities and across the world, many of them will want to be ROTARIANS!

My first experience with youth programs in District 7690 was in June of 1975. I was recognized at a Summit Rotary Club luncheon as a Student of the Month. This program was co-sponsored by Greensboro Parks and Recreation and Summit Rotary Club. This personal experience is evidence enough for me that working with our youth represents the greatest opportunity to make a difference.

NOW is also the time to start talking to rising High School Juniors and Seniors about Rotary Youth Exchange. Applications for the summer of 2010 and for the academic school year 2010-2011 need to be submitted before the end of December. Also if you haven't firsthand heard one of "Bob's Kids" give a presentation about the experience, seek out one of these special students this year for your clubs. There are also opportunities for families, Rotarian and non-Rotarian to assist in this program by hosting exchange students.

There are many other ways to get involved in the mentoring of the youth of your community. Don't forget the rewards of participating in Shadows programs, as well as getting involved with local sports and arts programs. Encourage students to participate in the Rotary Against Drugs Speech Contest coming this spring and encourage them to apply for the Rotary Youth Leadership Program next summer. More details will be available later about these programs as well as about the World Affairs Seminar next June at the University of Wisconsin.

Find your own ways within your clubs to spread the ideal of "Service above Self." Remember that the young people that you encourage today will be the ROTARIANS OF TOMORROW. ....Joe Kelly (more info on pg. 2)

## DISTRICT GOVERNOR VISITS SEPTEMBER & OCTOBER

9/1/2009	Yanceyville
9/2/2009	East Greensboro
9/2/2009	Archdale Trinity
9/3/2009	Carthage
9/8/2009	Pinehurst
9/9/2009	Sandhills
9/10/2009	Stoneville
9/15/2009	Greensboro Airport
9/15/2009	Lexington
9/18/2009	Southern Pines
9/21/2009	Crescent
9/22/2009	Sanford
9/24/2009	Troy
9/25/2009	Summit
9/29/2009	Alamance
10/6/2009	Guilford
10/7/2009	Greensboro
10/8/2009	Gate City

## MARK YOUR CALENDAR

The Rotary Football Fellowship will be on November 14th at BB&T Field for the Wake Forest vs Florida State football game. The time is to be determined. Cost of the meal and game ticket is \$65. Location of the seats will be in the same location as last year. Tickets will be purchased through the Wake Forest Ticket Office.

Rotary District 7690 Office  
114 Willoughby Park Dr.,  
High Point, NC 27265  
[www.Rotary7690.org](http://www.Rotary7690.org)  
[www.Rotary.org](http://www.Rotary.org)



Artwork: Shelley Graphics 2009

(cont. from front page..Gov. article)

Second, Rotary Youth Exchange has become an important Avenue of International Service to many Rotarians around the world. Over the past forty years, thousands of students and adults have fostered the idea of world peace and understanding through the exchange of high school age students. As our RI President has said, "it is our responsibility, yours and mine, to forge solid links to Rotary's future". Youth Exchange plays a vital role in developing that link to the future. Under the leadership of Past District Governor Bob Newton and his son, Cory Newton, District 7690 is hosting five Youth Exchange students during the 2009 - 2010 school year.

Third, Interact clubs provide a great service organization for young high school students, ages 14 to 18. These young people learn the importance of: developing leadership skills and personal integrity, demonstrating helpfulness and respect for others, understanding the value of individual responsibility and hard work, and advancing international understanding and goodwill. It is important that Rotary clubs sponsoring Interact clubs stay connected with them and visibly show support in the activities and service projects of the club. For Rotary clubs wishing to establish a club in your area, contact Cathy Harpster, our district Interact Chair. She is most willing to help organize an Interact club in your area.

Fourth (and last) is Rotaract. In 1968 Luther Hodges, the RI President and former governor of North Carolina, inaugurated Rotaract clubs with the first club at the University of North Carolina in Charlotte. A Rotaract club is a service club for young men and women ages 18 to 30 at the community college or college level. Rotaract members address their communities' physical and social needs while promoting international understanding and peace through a framework of friendship and service. Howard Hicks, Vince Henrich and Michael Hull are terrific resources at the district level that can help you establish a new Rotaract club or strengthen your relationship with an existing Rotaract club.

The Future of Rotary is in our hands, but Rotary's future is our youth. The natural progression for young people involved in our Rotary Youth Leadership program, our Youth Exchange, Interact and Rotaract is to become our Rotary clubs' leaders of the future.

(cont. from pg. 1- YOUTH!)

Details about all youth services can be found at [www.rotary.org](http://www.rotary.org) and the following people are at your disposal to answer questions or assist in any way:

### Youth Services Coordinator

Joe Kelly 336-508-3224  
[trophy789@aol.com](mailto:trophy789@aol.com)

### Youth Exchange Co-Chairmen

Bob Newton 336-314-4108  
[bob.newton05@yahoo.com](mailto:bob.newton05@yahoo.com)  
Cory Newton 336-346-1380  
[cnewton@senndunn.com](mailto:cnewton@senndunn.com)

### Interact

Cathy Coats Harpster  
910-690-1101  
[ccharpster@nc.rr.com](mailto:ccharpster@nc.rr.com)

### Rotaract

Howard Hicks 336-454-2516  
[hhicks5@triad.rr.com](mailto:hhicks5@triad.rr.com)  
Michael Hull 336-272-3416  
[michull@aol.com](mailto:michull@aol.com)  
Vince Henrich 336-288-0878  
[vince\\_henrich@uncg.edu](mailto:vince_henrich@uncg.edu)

### Rotary Against Drugs

Chuck Downey 336-255-5702  
[chuck.downey@gmail.com](mailto:chuck.downey@gmail.com)

### Rotary Youth Leadership Program

Samuel P. Troy 336-334-4548  
[sptroy@uncg.edu](mailto:sptroy@uncg.edu)



Warren Steen (a Rotarian from the Reynolda Rotary Club) and Gary Faircloth (President/CEO of Boys and Girls Homes of NC) pose in front of Rotary Cottage on our campus during Warren's Aug. 3 visit to the Homes. Mr. Faircloth invites all Rotarians from Rotary District 7690 to stop by for a visit.

# Rotary Club of Clemmons Recipient of 2009 Nicholas Miller Award

The Nicholas Miller Award, presented by the Musculoskeletal Transplant Foundation, honors those individuals or organizations who exhibit a commitment to donor families, or donor families who have been instrumental, through their loss, in increasing donor awareness.

The Nicholas Miller Award is named in honor of Nicholas Miller, the first son of Jayne and Tom Miller. Through their experiences, first as parents of a heart transplant recipient, and then as a tissue donor family, the Millers have remained constant in their belief that donation is a right, and that all donor families deserve compassionate care from transplant professionals. The award was presented to Horace Conner, Clemmons Rotarian, at the MTF Leadership Summit on Tuesday, August 18 at the Grand Hyatt in San Francisco.

With a \$50,000 grant from the North Carolina License to Give Trust Fund Commission, LTGTFC, the Club created a statewide campaign to promote organ donor awareness and participation by placing compelling messages on the sides of tractor trailers.

Called the "Have a Heart, Give a Part" campaign, the Rotary Club of Clemmons added another \$5,000 from its own foundation to design, produce, and apply graphics to the sides of tractor-trailers to create 50-foot-long "billboards on wheels." The Rotary Club launched the Have a Heart, Give a Part campaign in March 2008 in collaboration with the North Carolina Truck Association, which has endorsed the program and encouraged their members to participate by donating space on the sides of their trailers, most of which are blank and ideal for applications such as this. The moving billboards feature images of organ recipients and donor families.

Almost \$3,000 people in North Carolina alone are on the waiting list for organs, including those who need kidney, liver, pancreas, intestine, heart, lung and tissue transplants. Nationally, approximately 100,000 people are waiting for organs, and thousands still die each year because there are insufficient donors. An average of 17 people die in America every day while waiting for organ transplants.

"Our Have a Heart, Give a Part program has been very successful and has captured the attention of a lot of people," Ken Burkel, Chairman of the organ donation committee of the Rotary Club of Clemmons said. "Since we began the project a little more than a year ago, we have put billboards on the sides of 16 trailers and are applying for additional funding to do dozens more. If enough people agreed to be organ donors, there would be no shortage of organs. Our goal is to have zero deaths due to lack of organs."



The concept of the moving billboards encouraging organ donation also has found its way to traditional fixed billboards along highways. Dan O'Shea, General Manager of Fairway Outdoor Advertising and a member of Crescent Rotary Club in Greensboro, North Carolina, heard about the truck program and contacted the Clemmons Club offering to participate and contributed advertising space on four conventional roadside billboards valued at over \$52,000.

The campaign also caught the attention of national elected officials. On June 17, 2008, the Have a Heart, Give a Part campaign was praised on the floor of Congress by NC Rep. Virginia Foxx and was officially entered into the Congressional Record. The campaign also has enjoyed widespread coverage in the news media, both print and television.

The value of the project when considering the donations of the trailer space, fixed billboards, and Rotarian's time is in excess of \$150,000. The catalyst for the Club becoming involved with Organ Donation was an interview published in Rotarian with Bill Frist, then US Senator, transplant surgeon, a member of the Nashville, TN Rotary Clubs to promote organ donation.

"The Rotary logo and our Club name is on the Have a Heart, Give a Part rolling billboards, creating awareness of the good work that all Rotary Clubs do," Burkel said. "We believe our Have a Heart, Give a Part effort quite literally fulfills the Rotary mission of 'Humanity in Motion.' For more information on organ donation and becoming a donor, go to [www.donatelife.net](http://www.donatelife.net).



## Piedmont Business Ethics Awards

The Piedmont Business Ethics Awards (PBEA) is sponsored by the Society of Financial Service Professionals, a multidisciplinary network of credentialed financial professionals. District 7690 is a community partner with SFSP in promoting the efforts of PBEA to recognize ethical businesses in the geographic boundaries of District 7690.

The Piedmont Business Ethics Awards and its counterpart at the national level (the American Business Ethics Awards) honor companies that demonstrate a firm commitment to ethical business practices in everyday operations, management philosophies, and responses to crises or challenges. In 2008, one of the PBEA winners, Atlantic Webworks, from Greensboro, NC, went on to win the ABEA.

For the 2009 Awards, PBEA organized a pilot program with the Bryan School of Business at UNC-Greensboro, in which students in a required course on business ethics formed teams to vet, interview, and complete the entry for companies that were nominated for the Awards. Due to the huge success of this program, this year PBEA will expand that program to NC A&T, Greensboro College, and perhaps other colleges and universities so that we have as many teams as possible to help companies convert nominations for the Awards into final entries.

What does it take for a company to qualify to win the PBEA? Basically, the business has to follow the Four Way Test! The geographical region for the PBEA candidates is the same as District 7690. More information can be found at [www.piedmontethics.com](http://www.piedmontethics.com).

Our new District Governor Mike Conrad has given his full support to PBEA and PDG Dave McCoy is leading the effort to have Rotary become more involved in PBEA. To that end, one of the criteria for the Gold Award for 2010 will be the Rotary Club having an entrant (not just a nominee!) in the PBEA for that year.

There are two ways to accomplish this: (1) The club can nominate its own candidate and help the nominee through the entry process, or (2) if the number of nominees asking for a student team exceeds the number of student teams, a Rotary Club may accept a nominee from the PBEA committee to help through the entry process.

PDG Dave McCoy is ready to answer any questions you might have about the Piedmont Business Ethics Awards and how your club can participate. His e-mail address is [davidmccoy@rotary7690.org](mailto:davidmccoy@rotary7690.org)

## CALL FOR DISTRICT GOVERNOR CANDIDATES

**Any club wishing to submit a candidate for District Governor for 2012-2013 Rotary year must submit his or her name with complete qualifications NO LATER than OCTOBER 23, 2009. Forms have been mailed to club presidents. The Chairman of the Nominating Committee is PDG Mitzi Ellis. The candidate must be available for an interview on Wednesday, October 28th. The completed forms should be mailed to the Rotary District Office, 114 Willoughby Park, High Point, NC 27265 and must be received by October 23, 2009.**

## UPCOMING INFORMATIONAL SEMINARS

**On September 16 at the Village Inn in Clemmons and on September 23 at the AVS Center in Asheboro, three seminars will be held. The seminars are on membership, youth activities and the Rotary Foundation. Materials have been sent to each club president. Please make sure your club has participants at each seminar at one of the locations.**



**“Save the Date:  
April 23 - 25, 2010”  
Rotary District  
Conference  
Grove Park Inn,  
Asheville, NC**

# Attendance for July 2009

CLUBS	MEMBERS AS OF 6/30/09	CURRENT MEMBERS	MONTHLY MEETINGS	MONTHLY % ATTEND NO.	CLUB ID
*Alamance	50	54	4	63	6090
*Alamance Bkft	26	25	3	85	23238
*Archdale/Trinity	26	24	5	56	29135
*Asheboro	96	93	5	50	6052
*Burlington	19	19	3	81	6092
*Carthage	20	20	5	58	6053
*Clemmons	105	115	6	77	29530
**Crescent	102	99	3	72	6056
*East Greensboro	17	18	4	50	55569
*Eden	27	27	3	61	6058
*Furnitureland	54	54	3	68	6059
**Gate City	65	65	4	94	27995
*Graham	35	38	4	73	6107
*Greensboro	306	306	4	57	6060
*Gboro Arpt	37	37	3	74	31667
*Guilford	56	56	4	71	22059
*High Point	149	148	4	68	6062
*Jamestown	24	25	4	78	6063
**Jonesboro	39	39	4	72	22882
**Kernersville	76	78	5	85	25027
*King	21	20	5	66	51294
*Lexington	25	23	4	59	6065
*Liberty	22	22	5	63	6066
*Madison/Mayodan	30	31	3	80	6067
Midstate(Asheboro)	24	24	4	85	81879
*Mocksville	49	49	4	81	6069
*Mount Airy	95	94	4	67	6070
*Pinehurst	38	38	4	77	6072
*Randolph	76	79	4	90	6074
*Reidsville	61	61	3	69	6075
*Reynolda	106	104	4	52	21534
**San Lee Sunrise	30	28	3	96	30735
**Sandhills	40	40	4	73	25530
**Sanford	34	34	3	62	6078
*Siler City	53	53	4	69	6079
*Southern Guilford	8	9	4	90	61795
*Southern Pines	88	87	5	71	6080
*Stoneville	17	18	5	79	6081
*Stratford	102	102	4	37	6082
*Summit	105	107	4	69	6083
*Surry Sunrise	30	30	5	77	57326
*Thomasville	69	69	4	83	6084
*Triad	34	34	3	80	6071
*Troy	29	29	4	60	6085
*Walnut Cove	17	17	5	59	6087
*Western Forsyth	23	24	4	76	79812
**Willow Creek	18	18	4	72	60367
*Winston-Salem	255	255	4	42	6088
*Yadkin Valley	33	33	5	59	30000
*Yadkinville	20	21	4	82	51333
*Yanceyville	10	12	4	59	6134
<b>DISTRICT</b>	<b>2891</b>	<b>2905</b>		<b>70</b>	