



The Piedmont

Rotarian



ROTARY DISTRICT 7690 • MAY 2014 • DISTRICT GOVERNOR'S NEWSLETTER

"Engage Rotary, Change Lives"

Cookie Billings, 309 Winrow Dr., Jamestown, NC 27282



Cookie Billings

DISTRICT CONFERENCE

Our outstanding District Public Image Committee has submitted an uplifting article for the Piedmont Rotarian describing various service projects our clubs have completed this year. This is always front-page news! Our calendar refers to the topic of the month of May as "Service Above Self." What a

perfect selection for the month we plan to meet at the Grove Park Inn in Asheville to celebrate our clubs' many successes this Rotary year. Our theme for the conference is "Taking Service to New Heights!"

As we prepare to enjoy the fellowship that comes with conference attendance, we also prepare to recognize our clubs and leaders for hitting the target on so many goals for this Rotary year. We are celebrating Women in Rotary in a number of clubs and areas, we are growing membership, and we are successfully raising funds for Polio Plus, Our Foundation, and the many community and international service projects we support. We anticipate awarding a number of Gold Club Plaques, FIRST CLASS Banners, membership growth recognitions, and acknowledgements for participants in our organ donor registration and awareness project. We have a few surprise recognitions as well!

We extend sincere thanks to the many volunteers who have assisted in creating our conference experience this year. Attendees will enjoy fellowship during the receptions and breaks, have opportunities to win prizes, shop at some of the exhibits, as well as learn about many exciting projects and events in our House of Friendship. The plenary sessions are filled with entertaining and informative speakers and we have heeded the call to allow free time for either planned fun or just relaxation.

(continued on page 2...)

Rotary District 7690 Welcomes Mike McCarty RI President's Representative to 2014 Rotary District Conference



Rotary Club of Pottstown President 2001-2002

Rotary District 7430 District Governor 2009-2010

Rotary District 7430 Secretary 2000-2001

Rotary District 7430 Youth Exchange Committee 2002-Present

Rotary District 7430 Membership Development Chair 2010-11

Rotary District 7430 Rotary Foundation Chair 2011-16

Rotary International New Generations Avenue Comm. 2012-13

Rotary District 7430 Delegate to 2013 Council on Legislation

President's Representative to District 6740 Conference 2013

As a Rotarian since 1997, Mike has served the Pottstown Club as Sergeant-at-arms, Youth Exchange Committee chair, President (2001-2002), Director, member of several other committees and participant in various Club efforts. He was District 7430 Secretary (2000-2001) and has served as Treasurer for the District 7430 Youth Exchange Program Committee (2004-2007). He is a multiple Paul Harris Fellow and a Bequest Society member.

A Reading, PA, native, Mike graduated from the University of Notre Dame in 1974 with a Bachelor of Business Administration degree. He received a Master in Business Administration degree from Western New England College in 1990.

Following a career in the US Navy Supply Corps, Mike returned to his roots in 1995, managing the Pottstown Branch of Manpower and consulting on performance improvement and government contracts before joining the staff of the Berks County Chamber of Commerce. At the Chamber Mike dealt with international and technology issues, the Foreign Trade Zone and the Entrepreneur and Investors Forum.

(continued on page 2...)

(continued from page 1...Governor's Article)

I am happy to see we have some children and teens joining this year's attendees at the annual conference. We are promoting the Family of Rotary with activities and special prizes for our younger members. Once we see the fun our future Rotarians experience at this year's conference, we will be enticing more Rotarians to consider bringing their families to next year's conference in Roanoke! The District Conference is a great place to show your family what Rotary is all about! We want to mentor our young people and let them experience what service means to our community and the happiness we build within by serving others.

As we practice Service Above Self and we Engage Rotary and Change Lives, come celebrate by Taking Service to New Heights!

(continued from page 2...Mike McCarty)

Since mid-2005 he has concentrated on economic development matters, building Internet-based businesses and on business consulting to improve performance.

Mike is an active member of his community. He is a board member, and Past President, of the World Affairs Council of Greater Reading and is also a board member of the Foreign Trade Zone Corporation of Southeastern PA. He teaches Junior Achievement courses and serves in several capacities in his church.

His wife Mary Anne (Bradford) is a practicing civil engineer, serving as municipal engineer for several municipalities. She is also a Paul Harris Fellow and Bequest Society member. She and Mike have six children: Betsy, Mary, Susan, Thomas, Margaret and Patrice. They reside in the Oley Valley, near Reading.

CLUB NEWS

WOMEN IN ROTARY

The Troy Rotary Club held a special lunch meeting, "**Celebrating Women of our Community**," April 3. Before an audience of Rotarians and invited women guests, Kathryn "Cookie" Billings, district governor of Rotary District 7690, and Jaci Betts, assistant governor, talked about their experiences as women in Rotary, including the opportunities for leadership as well as local and international service. Betts recently returned from India, where she participated in the polio vaccine effort, one of Rotary's major projects, which has resulted in the eradication of polio in that vast and densely populated country.

---Linda Beaulieu



ROTARY LEADERS - Troy Rotary President Jim Matheny, District Governor Kathryn "Cookie" Billings, Assistant Governor Jaci Betts, and Troy Rotarian Larry Lassiter, who is district governor nominee for District 7690



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CLUB NEWS

JAMESTOWN ROTARY CLUB HORSE SHOW

For fifty-two years the Jamestown Rotary club has sponsored the horse show. This event is our favorite service project as all our members are involved. The club starts planning 6 months in advance as all the Sponsors & show participants must be notified in advance. Last year we had over 100 show sponsors. The show is always the first Saturday in October. At the end of the day, we are a tired bunch, but we have participated in a great service project to support our community & international Rotary programs.



It's About Membership!

Have you read your latest Rotarian magazine?

Our new May edition features several great articles about membership (pages 82-87) that can help to inform and spur action. Here it is in a nut shell.

Since our world-wide membership has hovered around 1.2 members for over 10 years we have unfortunately continued to lose members in the US, Japan and England. Luckily we are growing in India, Taiwan and Germany to maintain the balance. But 2013 totals, 1.185,000, are the lowest in a decade.

RI President, Ron Burton, offers his take that, "without a sense of purpose and belonging within their clubs, members leave. After polio eradication increasing membership is Rotary's highest priority." Keeping members engaged is key!

Strategies for action include pilot programs to allow regions of Rotary to develop a plan for recruiting and retaining members, that will work in that region-that one size doesn't fit all. Giving Rotarians flexibility in how to attract new members builds a sense of ownership since plans are based on member feedback.

Specific recruitment number goals challenge all to meet the number and hold everyone accountable- directors, the district governors, club presidents and even members. In D7690 we are motivated by our theme, "One Member...Per Member!"

And utilization of our surveys helps analyze our strategy.

A tactic that's working is giving Rotarians who sponsor new members special recognition on their Rotary pin. It's a flat backer that fits behind the pin, and its color signifies how many members the person has brought in.

It's a great incentive so watch for more info.

A final thought from President Ron is that, "once we invite new members, we have to give them a reason to stay. And with more members we have more hands, hearts and feet on the ground to do the great work of Rotary."

So let's recommit to help our clubs grow! On a positive note, tho, our numbers for D7690 are UP +39... so we're beginning to get it-congratulations-keep up the good work!

Cindi Hewitt and Cory Newton
District Membership Co-Chairs

Thank You to Eleven Special Leaders

Serving as a Rotary District Governor is a joy and a job! It is an adventure of a lifetime and a challenge to find the time. I wish everyone could experience the friendship and the leadership opportunities that come with this gift of service. Approaching the time to say my thank-you to all of those who have taken part in leadership and support this Rotary year, I have decided to spread my gratitude over a couple of months!

Our Assistant Governors provide the communication link in our district that enables us to train, guide, evaluate, and congratulate clubs and leaders during the year. Selected by Rotary International procedures and following job descriptions that empower them to assist the district's governor, as needed, our team of eleven Assistant Governors have served this year as part of a leadership team that is deserving of great praise.

We have been fortunate to have Assistant Governors that have taken their jobs seriously and have provided invaluable help to district leadership and their clubs. Each one of our clubs can be assured that their Assistant Governor has been a true advocate for them. I express my sincerest appreciation to these eleven exemplary leaders in our district! I wish for all of them, when the time is right in their lives that they enjoy the privilege of serving as a Rotary District Governor.

Thank you to:

- Jaci Betts**
- Jenny Braswell**
- Abby Donnelly**
- Ed Holbrook**
- Joan Inman**
- Ken Keller**
- Kem McAllister**
- Phil Moseley**
- Lee Rollins**
- Junior Ward**
- Mark Zeringue**



Jaci Betts
Kem McAllister



Jenny Braswell
Phil Moseley



Abby Donnelly
Lee Rollins



Ed Holbrook
Junior Ward



Joan Inman
Mark Zeringue



Ken Keller



Attention 2014-15 Presidents

District Training Assembly will be held next Friday, May 9, at GTCC's Jamestown campus. This is an excellent opportunity to get your club officers and key committee chairs energized for 2014-15. You only have a few more days to register, so please go to the calendar in the district database at www.rotary7690.org now to get your club leadership team signed up. The cost is \$30 per person and includes breakfast, a snack during our break, and all printed materials. Remember, attendance by at least your 2014-15 President (that's you!) and your Membership Chair is required for gold club eligibility.

Our District Officers Installation Banquet will be held on June 23 at the beautiful Sedgefield Country Club in Greensboro. We will have the clubhouse to ourselves that evening, so getting in and out will be easy, and parking will be plentiful. I hope you will support your Assistant Governor during his/her installation by attending this event. Registration will open in our district database soon, but you can mark your calendar now and share the date with your club leadership. Attendance by at least one of your club members is required for gold club eligibility.

Today (May 1) is the deadline for your club goals to be entered in Rotary Club Central. If you have not yet entered those goals, you can refer to the PETS Planning Worksheet to help you develop your goals and the Rotary Club Central Reference Guide to help you enter the goals. Both of these documents are in the District Reference Book you received at PETS. After you enter your goals, be sure to give a copy of your Planning Worksheet to your Assistant Governor.

Interact Clubs

We are excited that District 7690 now has a total of 34 Interact Clubs, with over 1100 members. Three of our Interact clubs soon will receive their charters, and this year several Rotary clubs are exploring ways to sponsor new Interact clubs. It is great to know that our fellow Rotarians see the value of serving our youth.

A highlight of this year was our District Interact/Rotaract Leadership Conference held at GTCC this year, with District Governor Cookie Billings as the speaker. The District Project was Meals of Hope, a mac-n-cheese meal packing event enjoyed by 104 Interact and Rotaract members from 18 clubs in our district. Our records indicate stronger interest in district activities. Also, we know that Interact club sponsors support sponsors of new clubs with ideas. We think easy access to our data base and more communication with all clubs is helping. We believe our Interact Clubs are a great service club for any high school. This year our Interact members regularly have participated in community projects on their campuses and in their communities. Most all clubs have sponsored an international project. Several have tackled some impressive fundraisers for these projects. We thank our Rotarians who join these club activities when possible and invite Interact members to participate in Rotary Club events. Through these projects, fun, and fellowship, we know our young people are developing valuable skills and learning that they are part of the greater world of Rotary that is impacting our world in such a positive way.

Any club wishing to start a new Interact Club will find easy steps to follow on our district website. Also, we are quite willing to support you with any aspect of the process.

OUR ROTARY FOUNDATION

History of OUR Rotary Foundation

At the 1917 convention, outgoing RI President Arch C. Klumph proposed to set up an endowment "for the purpose of doing good in the world." In 1928, it was renamed The Rotary Foundation, and it became a distinct entity within Rotary International.

The mission of The Rotary Foundation is to enable Rotarians to advance world understanding, goodwill, and peace through the improvement of health, the support of education, and the alleviation of poverty.

Growth of the Foundation

In 1929, the Foundation made its first gift of \$500 to the International Society for Crippled Children. The organization, created by Rotarian Edgar F. "Daddy" Allen, later grew into Easter Seals.

When Rotary founder Paul Harris died in 1947, contributions began pouring in to Rotary International, and the Paul Harris Memorial Fund was created to build the Foundation.

Evolution of Foundation Programs

- 1947:** The Foundation established its first program, Fellowships for Advance Study, later known as Ambassadorial Scholarships.
- 1965-66:** Three programs were launched: Group Study Exchange, Awards for Technical Training, and Grants for Activities in Keeping with the Objective of The Rotary Foundation, which was later called Matching Grants.
- 1978:** Rotary introduced the Health, Hunger and Humanity (3-H) Grants. The first 3-H Grant funded a project to immunize 6 million Philippine children against polio.
- 1985:** The PolioPlus Campaign was launched to eradicate polio worldwide.
- 1987-88:** The first peace forums were held, leading to Rotary Peace Fellowships.
- 2013:** New district, global and packaged grants enable Rotarians around the world to respond to the world's greatest needs.

Our Rotary Foundation helps fund our humanitarian activities, from local service projects to global initiatives. Our clubs can apply for grants from the Foundation to invest in projects and provide scholarships. The Foundation also leads the charge on worldwide Rotary campaigns such as eradicating polio and promoting peace. Rotarians and friends of Rotary support the Foundation's work through voluntary contributions.

Since the first donation of \$26.50 in 1917, the Foundation has received contributions totaling more than \$1 billion.

WILDFIRE MUSIC FESTIVAL

The I'll Fly Away Foundation, a 501c3 non-profit organization, would like to invite you to participate in an exciting charity musical event, **The Wildfire Music Festival!** The inspiration for the event is Brenna Currie. Brenna was an extraordinary spirit with a beautiful heart. She was majoring in music therapy at Appalachian State University, Boone, NC when she died unexpectedly in March of 2013. Brenna had a passion for music and believed people's lives could be changed through music. The proceeds for the event will continue her legacy of changing lives through music by establishing a scholarship for Triad area students who want to major in music. The proceeds will also allow the I'll Fly Away Foundation to bring their music education programs to area Boys and Girls Clubs as well as local schools.



The Festival will be on June 14th, 2014 at the White Oak Amphitheater at the Greensboro Coliseum. Doors open at 2:00 pm with music from 3:00 to 10:00. Tickets are available through Ticketmaster and the Greensboro Coliseum box office.

Artist Lineup Includes:

Headlining:

The Time Jumpers ft. Vince Gill,
Ranger Doug, Dawn Sears,
and Kenny Sears

With Special Guests:

The Gibson Brothers
The Sierra Hull Bluegrass Band
The Greencards

Activities:

Great music,
Performances by local talent,
Vendors, Jam tents,
Wildfire and band related merchandise



Ticket Prices: Lawn seating, \$25.00, assigned seating \$45.00 and \$55.00, section 1 seating \$100.00. Individual sponsorships for \$250.00 includes 1 ticket in section 1, 1 VIP parking pass, 1 T shirt, Pepsi Products, access to VIP restroom facilities and artist meet and greet. Opportunities are available to local businesses to either purchase a sponsorship or advertise in the event program. All sponsorship packages include avenues for showcasing your business, VIP tickets and parking, VIP restrooms, refreshments, and back stage access including food and artist meet and greet.

For more information you can email us at wildfiremusicfestival@gmail.com or contact JoAnn Currie 336-314-0645.

District Rotary Clubs Welcome Community Spring Activities

As Spring emerges, so do numerous Rotary activities. From service projects to club fundraising efforts, the clubs in District 7690 continue to be a very important factor in our communities. We work hard to live up to our motto of "Service Above Self" and we want to continue to spread the good news of what we are accomplishing through the dedicated efforts of our clubs.

During this past Rotary year, the District has posted hundreds of billboards, promoting our membership efforts and the meaningful projects that Rotary does. Clubs have partnered with each other and with community representatives to provide polio eradication, safe drinking water, youth leadership opportunities and other service projects too numerous to list. When the phrase "Service Above Self" is mentioned, Rotary comes to mind even to those people who have never been members of our amazing organization. That's the power of communication and exposure that your clubs have accomplished through the many types of communication that we utilize.

Your newsletters, websites and newspaper articles, not to mention the hundreds of new Twitter and Facebook postings, touch so many within our communities. Please keep up the good work of shouting the good news about Rotary and all that we can do to make our world a better place!



You and your family are cordially invited to enjoy heavy hors-d'oeuvres, a cash bar, fun, fellowship, and a **Mad-Matt Hatters Contest**.

Friday, May 2
6:00 pm until 7:00 pm
House Of Friendship
(Grand Ballroom C)

Obviously planning a district conference has been a taxing ordeal for our friend Matthew and he has now decided that everyone needs to join him in madness. Dress is casual, but you are requested to join in the madness by wearing your favorite hat, borrowing a hat to wear, or designing a creation that tells the world about you! Make a statement with the hat you choose to wear! What is your hobby, your love, or your hidden character? You may just come watch the fun, but why not grab a hat and play along?



End Polio Now Update



To see the latest PolioPlus news, go to the End Polio Now icon on our District 7690 website. Share this site with others and schedule an End Polio Now moment in your club on a regular basis.

Visit our District 7690 website or the Sandler Training website to register for the 5th annual Sandler "Growing Your Business-Enriching Your Life" seminar scheduled for Monday October 20th. We have a new format and a new name this year that will appeal to the non-Rotarian business community. Let's commit to bringing at least 2 friends and business associates from our local business community to this event. At the Sandler event they will learn more about our signature project "End Polio Now", and may become potential Rotarians through their experience.

The South-East Asia Region of The World Health Organization, home to a quarter of the world's population, has been certified polio-free by an independent commission. This is a historic milestone in the worldwide effort to end polio and realize the broad benefits eradication will bring. The 11 countries in the region - Bangladesh, Bhutan, Democratic People's Republic of Korea, India, Indonesia, Maldives, Myanmar, Nepal, Sri Lanka, Thailand and Timor-Leste - are home to 1.8 billion people and represent the fourth of six WHO regions of the globe to be officially certified polio-free.

But the work continues! In Central Africa, a new wild poliovirus type 1 (WPV1) case was reported in Equatorial Guinea. In total, three cases have now been reported from Equatorial Guinea, and outbreak response in the country is currently being planned. And on March 17, 2014 the World Health Organization (WHO) elevated the risk assessment of international spread of polio from Cameroon to 'very high'. Immunity levels and surveillance sensitivity are also being assessed in neighboring countries, in particular in Gabon and the Republic of Congo, and additional immunization activities are being planned in these countries for May.



IN REMEMBRANCE:

Dr. Steven P. Irving



Let us remember the passing of Rotarian, **Steve Irving** on March 25, 2014. Steve was a long time member of the Rotary Club of High Point, having joined in February, 1987. He was very active until he resigned due to health reasons in 2006 at which time the club made him an Honorary Member because of his commitment to the ideals of Rotary. Steve lived those ideals. In his letter of resignation to the club, Steve said "My 19 years in Rotary have been very rewarding. I will miss the fellowship. I will miss the programs. I will even miss the meals. Rotary has instilled in me the concept of service above self and I incorporated this into my practice 15 years ago and expanded it 7 years ago. I will continue to serve the spirit of Rotary in this way although I am no longer a member of the club. I wish you all the very best in the future as individuals and as members of this wonderful club". That statement exemplifies how Rotary can impact lives. It impacted Dr. Steven Irving's. He will be missed. Please keep his wife, Ellen and son, Jeff and the rest of the Irving family in your prayers.



Attendance for MARCH 2014

*100% Paul Harris Fellow Club
**Triple Crown Club

CLUBS	MEMBERS AS OF 6/30/13	CURRENT MEMBERS	MONTHLY MEETINGS	MONTHLY % ATTEND NO.	CLUB ID
*Alamance	55	56	4	65	6090
*Alamance Bkft	14	14	3	76	23238
*Archdale/Trinity	14	15	4	67	29135
*Asheboro	74	73	2	70	6052
*Burlington	18	15	4	68	6092
*Carthage	19	19	3	51	6053
*Clemmons	102	97	4	73	29530
**Crescent	87	88	5	69	6056
*East Greensboro	16	13	4	64	55569
*Eden	38	35	2	73	6058
*Furnitureland	43	46	5	74	6059
**Gate City	63	70	4	91	27995
*Graham	32	34	4	56	6107
**Greensboro	289	290	2	61	6060
**Gboro Arpt	42	43	2	66	31667
*Guilford	51	52	3	65	22059
*High Point	125	130	4	77	6062
**Hillsdale Sunrise	18	18	3	61	82918
*Jamestown	22	22	3	67	6063
**Jonesboro	37	34	3	71	22882
**Kernersville	76	74	4	78	25027
*King	17	17	4	82	51294
*Lexington	19	23	4	71	6065
*Liberty	21	21	4	49	6066
*Madison/Mayodan	30	28	3	61	6067
Midstate(Asheboro)	30	31	0	70	81879
**Mocksville	34	39	4	78	6069
*Mount Airy	89	89	4	69	6070
*Pinehurst	39	38	4	83	6072
*Randolph	68	65	4	74	6074
*Reidsville	60	56	5	64	6075
*Reynolda	94	88	3	62	21534
San-Lee Sunrise	15	15	5	71	30735
**Sandhills	40	38	4	68	25530
**Sanford	41	46	4	68	6078
*Siler City	31	33	5	65	6079
Southern Guilford	11	14	4	85	61795
*Southern Pines	87	90	4	72	6080
*Stoneville	15	14	4	73	6081
*Stratford	93	95	4	43	6082
*Summit	92	97	3	71	6083
*Surry Sunrise	30	27	4	72	57326
**Thomasville	72	78	4	71	6084
*Triad	30	30	4	65	6071
*Troy	23	24	4	52	6085
*Walnut Cove	11	13	4	62	6087
*Western Forsyth	27	27	4	80	79812
**Willow Creek	11	10	3	60	60367
*Winston-Salem	244	242	4	36	6088
*Yadkin Valley	36	37	4	67	30000
*Yadkinville	25	26	4	64	51333

DISTRICT

2670 2689 3.67 66.00%

DISTRICT 7690 INTERNET RESOURCES:

Visit www.Rotary7690.org
For the District Calendar visit
www.rotary7690.org/7690Calendar.SHTM

For District and Club Database visit
www.directory-online.com/rotary
Questions? Visit PhilMorris@Rotary7690.org