



Rotary International District 5360

Issue number seven

District Governor's Newsletter

January 2004



DG MIKE – JANUARY IS ROTARY AWARENESS MONTH

What is Rotary? You know the Object of Rotary “is to encourage and foster the ideal of service as a basis of worthy enterprise”. Now how do you transmit such an uninspiring answer as this with effect to a member of the public or even to a Rotarian? Many Rotarians still search for an answer. Senior Rotary leaders at Zone level and in Rotary International are working to define a brand image that will convey what Rotary is. Our standard answers are not capturing the interest or imagination of the public and Rotarians. When we cannot convey our heartfelt description of what it means to be a Rotarian, this makes it difficult to attract reporting of Rotary in the news media and difficult to recruit and retain members.

I suggest as a first step that you personalize your answer by simply relating something you did or saw in Rotary that grabs your heart. Something emotional that will go straight from your heart to their hearts. For it is only by capturing the hearts of the public, potential members and even Rotarians will we be able to continue to have public support for what we do, be able to recruit new members and retain the members we already have.

The second step is to invite them as your guest to attend your club weekly meeting. The weekly meeting is the heart of Rotary. It is where we come together as the Family of Rotary to enjoy our fellowship, plan our club projects, conduct our business and listen to distinguished guest speakers.

Please think about all the facets of Rotary Awareness. Discuss its importance at your club as a way to share and advance the cause of the Rotary we love.

GOVERNOR'S TRAVELS

Governor Mike stayed close to home for the Christmas – New Year period, expecting a lull in the world of Rotary. It turned out to be anything but a quiet time. In response to proposed changes to the boundaries of Zone 22, it was necessary to call a special meeting of our Past District Governors, then prepare and submit a rebuttal and alternate proposal. In addition, there were six district committee meetings to attend. On the lighter side he enjoyed being a guest of Calgary West at their annual family brunch. At Calgary North he attended their first Family of Rotary lunch, held for the widows of deceased members.

ROTARY SHORT-TERM YOUTH EXCHANGE

The Rotary Short-Term Exchange Program (STEP) offers youths of 15 to 18 an opportunity to participate in an exchange with students in a foreign country.

Short-term exchanges are six to eight weeks and take place when schools are not in session, and do not include an academic program. It is a direct exchange program, which means that students are paired with students of similar age, sex and interests. The exchange takes place during the summer break. One or the other of the students will first visit the family he or she has been matched with. The student will stay with that family for a period of 3 to 4 weeks. Then, the two students will fly (usually together) to the other family involved, and the process is reversed. The Rotary Clubs are facilitators only, and set up the mechanism to make the visit possible. It is not a subsidized program, nor is it the responsibility of the Rotary Clubs involved to entertain the students involved. The program is a family to family exchange.

The Rotary Club will administer the Short-Term exchanges and recruit by former students, through advertisements at high schools, and with brochures specific to your program. Applications must be accepted by an endorsing Rotary club on the basis of a written application and personal interview.

As a "guest" of the host family, the student's basic living expenses are provided at no cost. The costs to the student and their family would be:

- \$200 administration fee to cover phone / fax & courier costs.
- Airfare
- Insurance

The Short-Term Application as well as the \$200 deposit must be received by the District Chairperson prior to February 28th. Upon our receipt of this material, we will begin to look for an overseas host family. Most host family matches will be completed by April 15th. The entire deposit will be refunded in the rare event that we are unable to secure a host family.

District Chair Sandy Swan sjswan@telus.net H (403) 678-2187 W (403) 678-5822 Fax (403) 678-852 - web pages www.rotary5360.org/youth_exchange/ST.htm

Council On Legislation

The RI Website at www.rotary.org has the proposed legislation that the Council on Legislation will consider in June. While hard copies and CD-Roms of these proposals will be limited, it is available to anyone who wishes to download it, either in its entirety or the seven different sections to which legislation applies.

Waterton-Glacier International Peace Park Association

A Rotary Centennial Project

Rotarians from Montana and Alberta developed the “Peace Park” concept in 1931, petitioned and obtained approval from their respective Governments in June of 1932. Annual assemblies of Rotarians have been held celebrating this momentous idea with little or no publicity or recognition of Rotary’s involvement.

The Rotary Peace Park centennial project is intended to commemorate the history and importance of the Peace Park, and the critical role Rotary has played in the past and will continue to play in the future. A number of displays are planned at Goat Haunt (South shore of Waterton Lakes); Logan Pass; East, West and Many Glacier Hotels in Glacier Park; Waterton Townsite, Chief Mountain Border crossing and Prince of Wales Hotel in Waterton Park. Land is available for a Peace Park Garden on the Canadian side of the 49th parallel, at the Carway Canada/US customs Port and this site has been approved by the International Boundary Commission. This Customs Port is located between Babb, Montana and Cardston, Alberta.

Our Centennial Project, because of its multi phase and location aspect as well the need to obtain prior approval from the respective Park Administrations, will take 4 to 5 years to complete. Final costs are not known at this time. However, our best estimate is that an average contribution of only \$250.00 U.S. from each Rotary Club, within Districts 5360, 5370 and 5390 coupled with District Matching Grants will provide adequate funding. Each club donation will be appropriately recognized within the Districts as well the WGIPPA.

A separate Centennial Project account will be maintained and annual audited financial statements will be supplied to the Association Board of Directors, District Governors and will be available to any Rotary club wishing a copy.

In view of the turmoil existing throughout the world today, your contribution will go far in promoting what we feel is currently Rotary’s most critical principle – PEACE. Please make your cheque payable to the WGIPPA Centennial Project and forward it to:

The Waterton-Glacier International Peace Park Association
c/o Gary Sandercock, Secretary Treasurer,
1632 – 106 Street, Edmonton, AB T6J 5B6.

For further information or a presentation to be made to your club, please contact Jack Snedden in Medicine Hat at (403) 527-1529 or jsnedden@telusplanet.net.

Attendance report for December 2003

Club	Members	Attendance %
Airdrie	*	*
Banff	*	*
Brooks	33	75
Calgary	280	51.73
Calgary Centennial	49	69.68
Calgary Chinook	*	*
Calgary Crowchild	21	92.98
Calgary East	35	72.22
Calgary Fish Creek	19	64.58
Calgary Heritage Park	41	100
Calgary Millennium	*	*
Calgary North	59	63.93
Calgary Olympic	38	80.65
Calgary Sarcee	27	58.67
Calgary South	184	78.52
Calgary West	*	*
Canmore	83	63.2
Cardston	31	86.9
Coaldale	15	86.67
Cochrane	46	60.44
Drumheller	43	78.1
Fort Macleod	24	71.21
High River	77	55.6
Innisfail	51	77.27
Kananaskis	20	71.25
Kindersley	16	75
Lacombe	55	78.91
Lethbridge	127	56.3
Lethbridge East	*	*
Lethbridge Sunrise	28	82.14
Maple Creek	*	*
Medicine Hat	104	64.79
Medicine Hat Sunrise	32	83.87
Okotoks	45	93.33
Olds	33	69.35
Pincher Creek	45	96.97
Ponoka	*	*
Raymond	*	*
Red Deer	135	83.87
Red Deer East	47	88.89
Red Deer Sunrise	*	*
Rocky Mountain House	17	82.22
Stettler	47	62.12
Swift Current	*	*
Sylvan Lake	26	74.67
Taber	14	71.43

* No report received

What is your District doing?

The amount of time, the dedication and care that numerous, and largely unrecognised, Rotarians in our district devote to district committee work and events is truly staggering.

They go about their work cheerfully as well as remaining active members of their own club, while still making time for their family and business lives.

In addition to the regular standing district committees, special committees are now working away on:

- ◆ RIP Jonathan's presidential emphasis on The Family of Rotary;
- ◆ continuity between governors and committee chairs over 3 year periods ;
- ◆ a District Strategic Plan – mission, vision, goals and action adequate and affordable insurance for all clubs;
- ◆ a District Secretariat to support the governor and reduce the time spent by the governor on administrative matters that are better delegated;
- ◆ centralization of district bank accounts and banking;
- ◆ a public relations seminar;
- ◆ a second youth technology conference.

I am told there are over 40 district committees. Without all this activity our clubs would miss out on the programs of Rotary International, The Rotary Foundation and leadership / training seminars.