



October 2019 - Diane's District Diary



by Diane Cordero de Noriega
District Governor 2019-20

Dear District 5100:

September started off with Rotary Zone Institute in Denver, Colorado. This is the first Zone Institute reflecting the new Zone 27 configuration. We have added Montana, Idaho, Wyoming, Utah, Colorado, New Mexico, Arizona, as well as little pieces of Nebraska and Texas. The highlight of the Institute is always the graduation of our DGE from Governor Elect Training. Jo Crenshaw did us proud dancing down the aisle at our Roaring Twenties-themed celebration banquet. Jim Boyle, our DGN, brilliantly survived Governor Nominee training, aka GNATS. We had time as a Governor Team for planning as well as time for fun and celebration. District 5100 was once again recognized for our achievements with our Rotary Foundation giving. Way to go 5100!

Two days after returning back to the District we received the shocking news of Past District Governor Dick Elixman's passing. We had spent most of the last week together in Denver. Dick's leadership and contributions to Rotary were immense. He led the District in developing new clubs, as District Governor, and countless other roles. He re-worked the President Elect Training Curriculum for Pacific Northwest PETS. Dick taught courses for the Zone Institutes for Governor Nominee Training and Governor Elect Training. He also served on the Membership Committee for Rotary International. Dick was a Triple Crown Donor. He will be remembered for his kindness, generosity, and support for his fellow Rotarians. He will be terribly missed.

October will take me to Eastern Oregon. I am looking forward to spending time with clubs in La Grande, Hermiston and Wallowa County. October is also Economic and Community Development Month. I look forward to hearing about projects, international and local, that are improving opportunities for communities to grow and become self-sustaining. Of course, I would be remiss if I didn't highlight October 24, World Polio Day. I welcome hearing what each club is doing to raise awareness and donations to finish the job of eradicating polio on our planet. I am going to attend Pints for Polio in Tigard. What are you doing? Pocket Change for Polio, filling up a Polio Piggy Bank, a special raffle or drawing? Raffle off a pair of awesome, high top "End Polio Now" sneakers?

Enjoy the changing of the seasons and embrace the pumpkin spice latte!

Mark your Calendars:



Share your club stories with the District on social media
#rotaryd5100
@rotaryd5100

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Mark Your Calendar

Upcoming District Events

Oct. 19, 2019 - Eastern Oregon, The Rotary Foundation Seminar, Pendleton

Nov. 9, 2019 - Membership Summit,

District Training Conference: April 18, 2020 at Oregon City High School
District Conference: May 14-17, 2020 at Mt. Hood Oregon Resort in Welches.

Questions/concerns/praise to share?
You can reach me via email at: dcdnoriega@me.com

Membership Corner - Growing Membership by Personalizing Rotary by Claudia Yakos, District Membership Chair



Most Rotary clubs would be elated to have the chance to add new members on a regular basis. Many clubs use traditional recruitment methods such as membership drives, print advertising and inviting guest speakers to join. While clubs have success with these methods finding prospective members, there is a key component that will help to convert more people into actual members.

What is personalization? How does the concept let a prospective member make the commitment to join? Personalization is taking elements of a prospective member's life and applying them to the benefits of Rotary, thus creating a mutually beneficial experience. Understanding an individual's background, story and interests are integral parts of the concept. Asking a prospective member to tell their story will enable a club to emphasize the parts of Rotary that will best suit them.

Every individual has a professional and a personal history. Some might be business owners; some might be an employee or even be retired. People will have different interests in their desires to serve as well. There will be individuals who want to get involved in hands-on service projects and others who will want to join a committee. These stories will lay the groundwork needed to create a Rotary experience that will be the right fit for the prospective member.

The broader concept of personalization has become a way of life in today's Western society, especially amongst younger professionals in their 20s and 30s. Individuals of those age groups are accustomed to personalizing everything they interact with. Their social media pages, iPhone cases and television viewing habits have all become customizable. Molding their lives to Rotary can be off-putting. The good news is that Rotary can be personalized for individuals, all without eliminating the traditions that make Rotary great.

Here are some examples of prospective membership situations that may arise and how a club can use the personalization concept to bring in a new member:

- A time-starved business owner might not see the commitment of Rotary as something he or she can do. Personalize Rotary for this person by explaining the benefits of the in-person networking element of a club and how it can help their business. Also, show them opportunities on how their business or profession can benefit the Rotary club, thus making it a mutual partnership and time well spent.
- An employee is hesitant to join Rotary because he or she has revolving commitments that may make it difficult to make the weekly meeting. Ask the member about their interests and see if there would be a fit outside of the regular meeting. Perhaps this person can make service projects that are outside the regular workday, or attend events of behalf of the club that can serve as meeting makeups. Allowing for some flexibility will enable this prospective member to join the club as opposed to turning them away.
- An individual approaches a current member about a service idea they had for the community and asks if your Rotary club engages in that activity. If the club does, extend membership and ask for their help. If the club doesn't perform that service, extend membership and ask them to help get it started. Asking someone for help personalizes the experience because his or her expertise is needed in the organization.
- A guest speaker from a local charity speaks to a Rotary club about a project in town that they need the club's help with. The club has committed to provide members for service and also provide financial support. Take the next step by extending membership to the individual speaking to the club. This will allow them to create a partnership that goes way beyond writing a check or providing a helping

Pacific Northwest PETS, WashTac, Forest Grove, OR

Feb. 20, 2020 - PrePETS, SeaTac, Doubletree Hotel, Seattle, WA

Feb. 21-23, 2020 - PETS, Seatac, Doubletree Hotel, [PNW PETS](#)

Apr. 18, 2020 - District Training Assembly, Oregon City High School

May 14-17, 2020 - District Conference, Mt. Hood Oregon Resort, Welches, OR

Rotary International Convention
June 6-10, 2020, Honolulu, HI



HONOLULU HAWAII 2020

[Click for more Convention information](#)

Contact Us

District 5100

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M, T, Th, F 9:00am-1:30pm

W 9:00am-11:00am

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Pacific Northwest PETS

w: pnwpets.org

RI Zones 26 & 27 Resource Center

w: zone2627.org

Rotary International

w: rotary.org

Club and District Support Team

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October is Economic &
Community Development Month



to create a partnership that goes way beyond providing a helping hand.

Using the concept of personalization could rapidly grow a Rotary club if used in conjunction with traditional membership drives or advertisements. The magnetism of Rotary and its mission is enough to peak one's interest, but refining the message to the fabric of one's soul will make them a Rotarian for life.

Club and district leaders, an array of membership resources can help you [engage current members](#), [connect with prospective members](#), [make new members feel welcome](#), and [assess](#) and [develop](#) your club.

Questions or Comments? Contact [Claudia Yakos](#), 2019-2021 District 5100 Membership Chair.

Does your club have a new member you'd like to see featured? If so, please contact District Membership Chair, [Claudia Yakos](#).

The Rotary Foundation by PDG Tom Markos, District TRF Chair



The results are in and The Rotary Foundation just received its **twelfth consecutive 4-star rating!**

The Foundation earned the recognition for demonstrating both strong financial health and commitment to accountability and transparency. Only one percent of the organizations Charity Navigator evaluates have received 12 consecutive 4-Star evaluations.

"Attaining a 4-star rating verifies that The Rotary Foundation exceeds industry standards and outperforms most charities in your area of work," says Michael Thatcher, president and chief executive officer of Charity Navigator. "This exceptional designation sets the Foundation apart from its peers and demonstrates to the public its trustworthiness."

The rating reflects Charity Navigator's assessment of how The Foundation uses donations, sustains its programs and services, and practices openness and good governance.

NOTICE: We have received our District Grant District Designated Funds so all clubs that have been approved and have paid any outstanding debts to the District and Rotary International should have received their funds for the first round of district grants. If you haven't gotten your check yet, it's probably on its way.

If you are interested in becoming involved with a global grant or working on a district grant outside of the country, you should consider attending the International Service Committee meetings. The committee meets every 3rd Wednesday of the month at the District office at 4:00 PM. For more information contact the committee chair, [PDG Renee Campbell](#).

[Tom Markos](#)
District Rotary Foundation Chair

Together, we see a world where people unite and take action to create lasting



Youth Exchange by Dan Boldt, District YE Chair



Dear District 5100 Rotarians,

Thank you for making dreams come true.

For the first time in memory, all 41 District 5100 Inbound students are able to go on the optional District 5100 West Coast Bus Tour. 100%.

The tour takes off from Portland on October 11, heads south to Crater Lake, then on to Ashland for a performance of Macbeth. And that's just the first day. The trip moves on through Sacramento to Studio City and Universal Studios. The next day takes the group to Santa Monica Pier and Hollywood. Wednesday, October 16 will find the kids at Disneyland. Then it's off to Monterey and San Francisco. The following day, we will ride bicycles across the Golden Gate Bridge to Sausalito. The next day brings cable cars, shopping, Alcatraz, and Fisherman's Wharf. Sunday, October 20 we turn toward home, spending time in the redwoods. Then, we reach Oregon again, seeing the southern Oregon coast and riding dune buggies near Florence. The final leg returns us to Salem, Tualatin, and Clackamas to drop off 41 tired students (and eight exhausted chaperones), completing their once-in-a-lifetime tour.

BUT, the true value of this tour is not seeing the West Coast of the United States. The real value lies in the

relationships these students will build in their eleven days together. Lifetime friendships will be forged on this trip, benefitting ALL of our students, not just those with families who can afford the \$2450 cost. Thank you, dear Rotarians, for not being an elitist organization. How are all 41 able to go on the tour when seven were unable to afford the cost? Because of the generous contributions from:

- Rotary Clubs with Rotary Youth Exchange programs... LaGrande Rotary, Lake Oswego Rotary, McMinnville Rotary, Milton-

Together, we see a world where people unite and take action to create lasting change - across the globe, in our communities, and in ourselves.

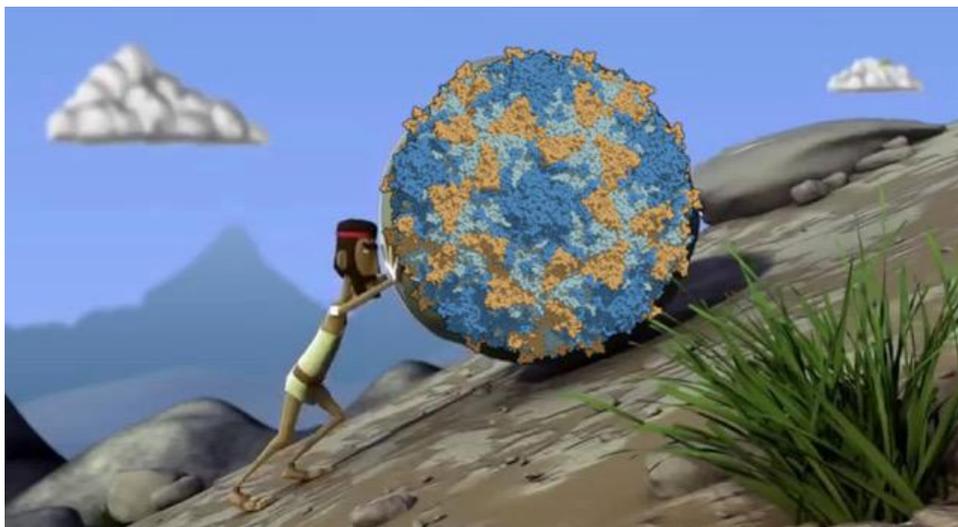
PolioPlus - Polio News

by PDG Norb Murray, District PolioPlus Chair

If you follow news in connection with polio you may find it disheartening - 78 cases of wild poliovirus, 80 cases of vaccine-derived poliovirus, a case of paralytic poliovirus in the Philippines. It made me think of Sisyphus.

Sisyphus was a Rotarian and president (or king as was the title back then) of the Rotary Club of Corinth. Corinth was in the Mt. Olympus Rotary District. Rotarians took the 4-Way Test pretty seriously in those days. Sisyphus violated the 4-Way Test by killing visitors which didn't build a whole lot of goodwill, make better friendships and certainly wasn't beneficial to all concerned.

Anyway, the District Governor, a guy named Zeus, told Sisyphus he had to roll a big display model of the poliovirus to the top of a hill next to where the District Conference was being held as a punishment. Just as Sisyphus would near the top, the model would slip and roll back down the hill. Sort of like our progress toward polio eradication; when we seem to be getting to the end, we slip back.



What's behind the news and why should we be encouraged to continue our efforts?

The 78 cases of wild poliovirus (WPV) are in two countries, Pakistan (62) and Afghanistan (16). In Pakistan a national immunization campaign in April was cancelled when misinformation was spread, causing panic and near riots in some areas. The result was that large numbers of children were not immunized. In Afghanistan, Red Cross workers and WHO health workers were banned from operating in areas controlled by the Taliban. These interruptions were in addition to the challenges of conflict, accessing children in hard to reach areas, populations on the move and differences in cultural beliefs and traditions.

The poliovirus case in the Philippines, a country that has not experienced a case in years, was a vaccine-derived poliovirus (VDPV). VDPVs are rare strains of poliovirus that have genetically mutated from the strain contained in the oral polio vaccine (OPV). The oral polio vaccine contains a live, attenuated (weakened) vaccine-virus. When a child is vaccinated, the weakened vaccine-virus replicates in the intestine and enters into the bloodstream, triggering a protective immune response in the child. Like wild poliovirus, the child excretes the vaccine-virus for a period of six to eight weeks. Importantly, as it is excreted, some of the vaccine-virus may no longer be the same as the original vaccine-virus as it has genetically altered during replication. This is called a VDPV.

When the VDPV enters the environment, it can be picked up by a non-vaccinated child and result in a case of paralytic polio. In many areas of the world vaccinations are now being carried out using the inactivated polio vaccine (IPV). Although more expensive and done by injection, the IPV enters directly into the blood stream and cannot be excreted into the environment, thereby eliminating the spread of VDPVs.

Although the numbers may be a bit discouraging there is much reason to be optimistic that we can reach our goal of a world that is polio free:

- There have been no cases outside the endemic countries since 2014
- No cases in Africa since 2016

Freewater Rotary, and Portland Rotary provided over \$8,000 to support their students from Colombia, Finland, Guatemala, Italy, and Mexico.

- Rotary Clubs without Rotary Exchange programs and individual Rotarians answering the call to support students hosted by other clubs. These clubs and individuals made donations totaling almost \$6,000. Significant contributions came from Camas-Washougal Rotary, Keizer Rotary, Milwaukie Rotary, Portland New Generation Rotary, Southwest Pacific County Rotary, and West Columbia Gorge Rotary, as well as individual members in Greater Clark County Rotary, Keizer Rotary, and other community supporters. These contributions supported students from Argentina, Belgium, Colombia, and Nigeria to make their West Coast Tour a reality. A special thank you goes to the Rotary Club of Southwest Pacific County for footing the entire cost for one of our students.

This is why we say "Thank you."

The Rotary District 5100 Youth Exchange Committee is extremely grateful for the support from so many Rotary Clubs and individuals to make the dream of going on the West Coast Tour come true for so many students. It will be one of the highlights of their exchange experience.

Yours in Rotary Service,
[Dan Boldt](#)
Chair, District 5100 Youth Exchange Committee

Note: As we have lengthened the trip to include Southern California, the costs of the trip have increased. Lodging in California alone came in \$7,500 higher than the previous year, resulting in the district having to look for more economical hotel/hostel alternatives. While the cost has increased it remains average for trips of the same length offered by other Rotary Districts nationwide.

2019 Membership Summit

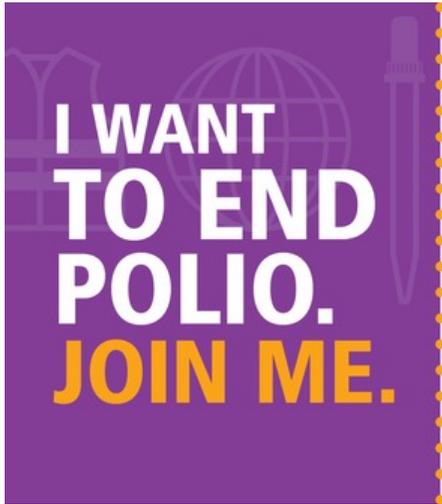
MARK YOUR CALENDAR!



Our 2019 Membership Summit will be held on Sat. Nov. 3rd at Washburne

- Four years with fewer than 100 cases
- Only two countries with WPV
- Cases are continuously being confined to smaller areas
- Just one type of poliovirus remains (of the other two, one has been declared eradicated and the other has not been seen since 2012)
- The Taliban has lifted the ban against Red Cross workers in Afghanistan. Hopefully this will apply to WHO workers.
- The G20 leaders reaffirmed commitment to polio eradication
- Better efforts and strategies to reach the children in endemic countries

It is more important than ever to continue our efforts. Our role is to provide the funds for the eradication efforts, surveillance and follow-up towards a world free of the poliovirus. World Polio Day on October 24 is a good time to have an event to create awareness and raise funds. You can register your club's event [here](#). Rotary provides a tool kit for promoting your event which can be downloaded [here](#).



ROTARY'S
WORLD POLIO DAY
ONLINE GLOBAL UPDATE
24 OCTOBER 2019

Visit the Rotary International Facebook page to RSVP.
#endpolio | endpolio.org



The following are links to resources for information concerning polio eradication and World Polio Day:

- <http://polioeradication.org> - Global Polio Eradication Initiative, the partnership created for polio eradication.
- <https://www.endpolio.org> - Rotary's main webpage for PolioPlus
- <https://www.endpolio.org/world-polio-day> - ideas for World Polio Day
- <https://time.com/5432508/world-polio-day-eradication-initiative-vaccine/> - Time Magazine op ed

For assistance contact: [PDG Norb Murray](#)

Vocational Service - Targeting unrepresented businesses
by David W. Potts, District Vocational Service Chair

One of the things you can do to help grow and develop your Rotary Vocational Service and Membership is to reach out to local businesses that represent vocations that are not yet covered in your club. If desired, this can be a joint project with your Membership committee.

You can check with your club Secretary to find a list of vocations currently represented within your club and then make a list of local businesses with vocations not currently appearing under your vocational categories. You can visit those businesses and invite them to check out your club to see if they may wish to be affiliated with Rotary.

Invite those in the business to join you at a club meeting or event. My club (RC of Milwaukie) offers to pay for the first 3 lunches for potential members, so they can visit to learn more about Rotary and our club, at no expense (who says there is no free lunch?!).

One icebreaker you could use is to introduce District 5100's Rotary Peace Partner program and invite the business to participate. The Rotary Peace Partners agree to abide by the United Nations Universal Declaration of Human Rights. For a \$5.00 suggested donation, and the pledge to abide by The Four-Way Test and the UNUDHR, the company can display the Rotary Peace Partner sticker. Please contact me if you would like further information about the Rotary Peace Partner program.

If you have had positive experiences with Vocational Service programs or have ideas for other Vocational Service programs or projects, please let me know, so that I may share

held on Sat., Nov. 9th at Washburne Hall on the beautiful campus of Pacific University from 8:00 am - 3:00 pm.

Cost will be \$40.00 and will include continental breakfast and lunch.

Address: 2043 College Way, Forest Grove, OR 97116

Watch for registration to open soon on DACdb!

Club News - Sherwood
by Karen Strickland, Peace Comm. Co-chair

On a team trip made to their international partner city in La Plata, Colombia in September, six Rotarians from the Sherwood and Newberg clubs established Peace Poles at four locations in that area. Ceremonies were held at each site, and the Oregon Rotarians were joined by 36 La Plata Rotarians for the dedication pictured below at the La Plata mayor's office.

The Rotary Clubs in Sherwood and Newberg have accomplished several community improvement projects in La Plata over the years, including clean water, sanitation systems, parks and playground equipment, hospital supplies, and other equipment. Both Sherwood and Newberg Rotaries are Peacebuilder Clubs and travel at least once a year to La Plata to work with Rotarians there to plan humanitarian initiatives.



District 5100 Rotarians plant 4 Peace poles in La Plata, Colombia.

Club News - Hillsboro
by Marilyn Helzerman, Secretary

The Rotary Club of Hillsboro was recognized by the Hillsboro Tribune in their Hillsboro's Best 2019 special publication.

The Hillsboro Rotary Club was recently

other vocational service programs or projects, please let me know, so that I may showcase your experiences for other clubs.

Please feel free to reach out to me if you have any questions about The 4-Way Test Roundtable Discussion Program, Rotary Vocational Service, are interested in Vocational Service presentations or projects or if you are interested in starting a Vocational Service committee in your club. You can email me at david.w.potts@att.net or 503-659-5588.

Yours in peace and Rotary service-
Dave

PDG Dick Elixman

May 18, 1954 - September 9, 2019



Rotary District 5100 is saddened to announce the recent death of Past District Governor Richard (Dick) Elixman. Dick was 65 years old.

Dick's memorial service was held at 1 pm, Saturday, September 28 at Young's Funeral Home in Tigard. The family requested memorials be given to The Rotary Foundation.

Dick's Rotary involvement was extensive. He was a Charter Member of the Rotary Club of Tigard Breakfast. In 2004/2005 he served as the District 5100 Governor for Rotary's Centennial year.

In 2012, Dick assisted with the formation of the The Rotary Club of Portland New Generations and became a Charter member, despite being twice the median age of club members.

Dick served as Chair of the Governor Nominee Advanced Training Seminar (GNATS) for two years, and as a trainer and team lead for Governor Elect Training Seminar (GETS). In addition, he led the Education and Training Team for Rotary Zones 25 & 26 and served as Rotary International Training Leader for the International Assembly during the Rotary years of 2012 and 2013. He also served as Paul Harris Society Coordinator for The Rotary Foundation in Zone 25 and as the Strategic Planning Chair for Rotary International Director Steve Snyder. Regionally Dick served as Chair of Pacific Northwest PETS in 2010, represented his district at the Council on Legislation and from 2010-2013 he served as Chair of the District 5100 Rotary Foundation Committee.

Dick was born and raised in Spokane where he attended North Central High School, Eastern Washington State College and Spokane Community College graduating with a degree in Graphic Technology. Dick was President of Business Systems Consulting, Inc. which provided information technology, accounting, management, and strategic business development services for office automation companies nationally.

Dick supported The Rotary Foundation as a major donor, bequest society member and multiple Paul Harris Fellow. He organized and led WCS trips for National Immunization Days, Matching Grant Projects as well as designed various projects funded in part by TRF.

In 2008 Dick received The Rotary Foundation's "Citation for Meritorious Service" and was recognized by Rotary International with the "Service Above Self Award".

He is survived by his wife of 41 years, Mary; and his son, Bryan.



by Rhett Martin, District Rotaract Chair



Has anyone else yet to master the ideal stride when stepping off an escalator? Using the speed and momentum of the escalator to seamlessly transition into a natural step - without a slight stumble, a stop and re-gathering of your feet, or a quick two-step slowdown. It's that same scenario that feels all too similar to the annual transition from summer to fall. No matter how much I look forward to the changing of the leaves, fresh apple cider, pumpkin patch shenanigans, and haunted houses, I find myself struggling to find that perfect stride of leaving summer behind. From a Rotary standpoint alone this was an exciting and eventful summer for me. I

The Hillsboro Rotary Club was recently honored in the annual "Hillsboro's Best 2019" awards published by the Pamplin Media Group in the Hillsboro Tribune and as voted on by the community; in two categories: BEST CULTURAL EVENT, Rotary Fourth of July Parade and BEST HOLIDAY EVENT, Rotary Fourth of July Parade!

Congratulations to all our members for making this parade so special and meaningful to the citizens of Hillsboro!

You can view the publication [here](#).

Be sure to check out page 12 for their special mention!

Club News - Pahrump, Nevada by Guy Piersall

Guy and Jan Piersall, formerly of Portland, OR, are now living in Pahrump, NV where they are members of their local Rotary club. They recently returned to the Pacific Northwest and visited the Rotary Club of Beaverton.

Guy and Jan are non-paid staff with Global Hope Network International, an organization focused on helping impoverished villages in Africa, Asia, and the Middle East come out of their poverty and become self-sustaining.

Global Hope works through trained national staff, coaching and training villagers in five key areas of life - finding clean, safe water, growing enough food to survive, health and wellness, generating income, and education for boys and girls. The village leaders make all decisions and take ownership of projects.

DID YOU KNOW: 1 out of 5 people in the world earn less than \$2/day. 1 out of every 7 people live in extreme poverty. There are more than 1 million impoverished villages in more than 70 countries.

BUT THERE IS HOPE!

Would you or your Rotary club like to join Global Hope and be part of changing lives in parts of the world where people need help and have no source of help?

WHAT DOES GLOBAL HOPE NETWORK INTERNATIONAL (GHNI) DO?

- Village Transformation-Coaching villagers to work together using the resources around them to become self-sustaining.
- Slavery Prevention-providing slavery prevention training.
- Disaster Response-Short term

returned to RYLA to serve as a Color Group Facilitator for the second time, handed over the presidential duties of the Silverton Rotaract club, attended our District's first-ever Rotary Emerging Professionals Summit, and capped it all off by taking on a new role within the District. So as fall arrives and the leaves change, so does my focus (and my footing).

For those of whom I have not met, I am Rhett Martin - the new Rotaract Chair for District 5100. Joining me in this new venture is Willamette Rotaract's Anna Galloway. Anna and I could not be more excited to be taking on these new responsibilities and are ready to give Rotaract all of the time and attention it deserves. Each month we will be updating everyone on the latest and greatest from District 5100 Rotaract, in addition to sharing some of our goals to elevate all Rotaractors throughout the District. This month we are thrilled to invite you to the District 5100 Fall Social, hosted by our Rotaractors!

Building off of the successful social held last spring, a team of Rotaractors, with the assistance of DGN Jim Boyle, have worked hard putting together what is sure to be a fun afternoon of socializing and connecting with fellow Rotarians, Rotaractors, and District Leaders.

This time around we will be holding the event 2-4 pm at Nicoli's Grill and Sports Bar in Lake Oswego. ALL members of the Rotary family over age 18 are encouraged to attend! Tickets are free with a \$5 suggested donation for Rotaractors and a \$10 suggested donation for Rotarians. Every ticket includes light appetizers and one drink ticket. Proceeds from the event go toward funding Rotaract access to District, Zone, and International events such as the Big West Rotaract Conference.

You can get your tickets today by visiting District5100FallSocial.eventbrite.com. We look forward to seeing you all there!

For any questions about Rotaract, starting a club, or the Fall Social, please feel free to reach out. I am always available via phone/text at 503-580-0587 or email at rmartin@colheli.com.

- Initial relief for emergencies.
- Leadership Impact-Leadership and public policy training for national leaders of third world countries.

Visit ghni.org for more information. Click on Transformational Community Development to see stories of villages and people whose lives are being changed.

Contact Guy Piersall at 503-697-888 or guy.piersall@ghni.org for information on how you or your club can help change lives or hear about an opportunity to visit a village in progress of change.



Shown is the Transformational Community Development village in India. They have managed to increase their yield from one crop per year to three crops per year.

ENGAGEMENT TRACKER



From 180701 projects added since Showcase launched in 2013

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