



Rotary
District 5100

Diane's District Diary

February 2020 - Diane's District Diary



by Diane Cordero de Noriega
District Governor 2019-20

Dear District 5100:

Nominations for a new award in memory of PDG Dick Elixman are open. All members should have received an e-mail with a fillable PDF nomination form attached. Dick was known throughout the

Rotary world as an innovative visionary, thoughtful and creative thinker and leader of leaders. Dick had the keen ability to ignite the torch of possibility in service in all he did. He saw problems as opportunities and would quickly assess a situation then assemble, motivate and engage the right people, technology and systems to get the job done. No project was too big for him. This award recognizes the dedication to the purpose of Rotary that Dick embodied and exemplified, and in his memory, honors the legacy of Service Above Self that Dick imprinted on District 5100, Rotary Clubs and Rotarians throughout the world. It is the hope that this award in his honor will continue to pass the torch of possibility in the true spirit of Rotary for generations to come. The email address for form submission is: rotaryd5100awards@gmail.com.

Registration for District Conference 2020 is open February 1, 2020 . The theme for this year's conference is Vision 2020, Focus on the Future. The conference will be held in Welches at The Mt. Hood Oregon resort, formerly known as The Resort at the Mountain. Please join us for a weekend of engaging topics on the future trends for Rotary as well as a celebration of a wonderful Rotary year "Connecting the World."

ERK is gone, REEL is in : Rotary Essential Enrichment Learning, REEL, newly introduced in Jan 2020, is the District's integrated online free educational program of ten selected basic courses and one choice of elective courses from My Rotary - Learning Center's online courses officially replacing ERK (Essentials of Rotary Knowledge).

January News: The holidays were a nice break from my hectic schedule but I am happy to be back on the road again. January was been a busy month with our Pacific Northwest Governor's retreat known as "Blue Denim." The Governor team engaged with nine other

Governor teams for a weekend of training, sharing and planning.

I also had the privilege of attending the Rotary World Peace Conference in Ontario, California. Our District 5100 was well represented by Al Jubitz and Mike Caruso as significant leaders. This was followed by the Peace Appreciation Dinner, hosted by Al Jubitz here in Portland.



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

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Mark Your Calendar

Upcoming District Events

Feb. 20, 2020 - PrePETS, SeaTac, Doubletree Hotel, Seattle, WA
*Registration now open on DACdb.com

My club visits are almost over. It doesn't seem possible that this year is more than half over. There is still work to do and we have President Elect Training right around the corner. District Training Assembly is April 4 and all officers and committee chairs should register.

There are some very exciting events coming up in the next few months. We have three Century clubs to be celebrated this year: Astoria, Salem, and Pendleton. These clubs have 100 years of history and service to their communities. It is hard to measure the impact these clubs have had, both locally and abroad. I am looking forward to attending each of their celebrations and presenting Rotary International's official recognition. On February 5, I will attend Salem's birthday party with the club followed by their fundraiser and celebration February 8. On February 29, I will be in Astoria to join in their celebration and finally, I will be with Pendleton May 2.

Mark your Calendars:

District Training Assembly: April 4, 2020 at Oregon City High School ***DATE CHANGE**

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

Questions/concerns/praise to share?

You can reach me via email at: dcdnoriega@me.com



Corner - The Rotary WHY Factor by Claudia Yakos, District Membership Chair



"Why do people want to join Rotary?" Isn't this the heart of the matter? If we cannot answer this question clearly, succinctly and quickly, we would have a major problem.

Most Rotarians understand the need to add members in order to assure continued success and sustainability, to bring in younger members, to share the load, to do good in the world, to raise more funds and to bring in new ideas and technology. Sure, we can address the mechanics of the process, who to talk to and what to say, despite the difficulties associated with those steps. But the **Why** Factor remains the big nut to crack. How do we address this issue?

Is this related to WIIFM - what's in it for me? Maybe. It seems that the new generations are very interested in that. If so, we would need to answer the question for prospective members. It may be MORE important to answer the question for our current members. WHY ARE WE ROTARIANS? If we can clearly articulate what it means to us, it would be easier and more meaningful to a prospective member. It might be a useful exercise for every club president to ask each member to write an answer to the question.

"I was attracted to Rotary because of an experience in high school when several of us were invited to a Rotary meeting. We were introduced to all the movers and shakers in the town and were duly impressed. Decades later in my early days of retirement, I wanted to be a part of something important, to do meaningful things for the community, to meet some folks outside of my former business world, to get involved and, yes, to give back.

The early memories of the Rotary event caused me to approach the local club. I really knew nothing about what Rotary did locally or internationally. I was fortunate in that someone got me engaged quickly, which piqued my interest and continued involvement, leading to committees, chairs, board participation and president.

I've learned much more about Rotary during the past several years, become further involved at the district level and even attended a Rotary International Convention, which was a fantastic experience. I enjoy the company and friendship of our club members and many throughout the district, I enjoy creating new opportunities for our club and I enjoy the real sense of purpose in my retirement years". - *current District 5100 Rotarian*

We all have our Why's and could add several other enjoyment factors to our stories, but you get the point. What do you enjoy and why? Can you show that enthusiasm to a prospective member? If not, don't approach them - get someone else to do it.

Another approach is to examine the goals and objectives of your club. What is your vision? What is your club's story? Why are you in existence? What are you trying to achieve? You need to align your objectives to the interests of your current members and use those objectives to attract others interested in similar objectives.

We might consider running our clubs similar to businesses. We have to figure out what it

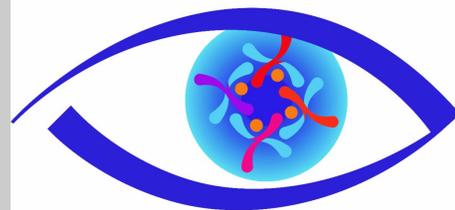
Feb. 21-23, 2020 - PETS, Seatac, Doubletree Hotel, [PNW PETS](#)

***DATE CHANGE**

Apr. 4, 2020 - District Training Assembly, Oregon City High School

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

Focus on the Future



2020 VISION Rotary District 5100 Conference

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



HONOLULU
HAWAII 2020

[Click for more Convention information](#)

Contact Us

District 5100

Office Hours:

M, T, Th, F 9:00am-1:30pm
W 9:00am-11:00am

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e: office@district5100.org
w: isrotaryforyou.com

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

James Damato, Supervisor
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Nick Taylor, Associate Officer
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is we are trying to sell, how to package it, how to brand it, how to market it. We cannot continue to simply wave the Rotary flag, believe our own press releases and expect folks to march along with us. The new generations are more demanding.

Let's get creative and work hard at the club level to clearly articulate what the objectives and visions are. Then, we can take that message out to the public and attract more like-minded folks to help us grow our clubs and Rotary. This is not easy work. Commit - and get busy.

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.

The Rotary Foundation - Global Grant Scholarship Program by Tom Crozier, Incoming District TRF Chair

District 5100 is looking for Global Scholar candidates!

The purpose of the Global Grant Scholarship program is to support international study at the graduate level. This grant model builds on the very best of Rotary's Ambassadorial Scholar history. The Global Grant Scholarship has a shorter processing time frame, expands the opportunities available for scholars and simplifies the rules.

The applicant must have a connection to District 5100. A key feature of the global scholarship is the partnership between the district or club in the study location (host sponsor) and the district or club in the scholar's home country (international sponsor). One scholarship will be available for the 2020-2021 academic year for up to \$30,000 at any international university, for a scholar planning to pursue a career in one of the six areas of focus:

- Peacebuilding and Conflict Prevention
- Disease Prevention and Treatment
- Water, Sanitation, and Hygiene
- Maternal and Child Health
- Basic Education and Literacy
- Community Economic Development

The District Qualification Memorandum of Understanding requires districts to ensure that all individuals involved in a grant have no actual or perceived conflicts of interest. Scholarships funded by Rotary Foundation grants cannot be awarded to anyone in the following categories:

- * Rotarians, including honorary Rotarians
- * Employees of clubs, districts, or other Rotary entities, or of Rotary International
- * Spouses, lineal descendants (children or grandchildren by blood, legal adoption, or marriage without adoption), spouses of lineal descendants, or ancestors (parents or grandparents by blood) of persons in the above categories
- * Persons who were ineligible based on their familial relationship to a former Rotarian or honorary Rotarian, for a period of 36 months after termination of their family member's membership

We are under a tight timeline this year, so applications must be received by 1 March 2020.

For additional information refer to the Foundation section of the Rotary District 5100 website <https://isrotaryforyou.com/global-scholars/>, the Global Grant Scholarship Supplement at <https://www.rotary.org> or contact the District 5100 Global Scholar Coordinator, Deborah Towner at Deborah_towner@yahoo.com

Questions? Contact:
[Tom Markos](#), District Rotary Foundation Chair

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

It was a setback in the number of cases of wild poliovirus at 165 for 2019. It was a setback, as there were just 33 total in 2018 and 22, the all-time low, in 2017. However,

e: nick.taylor@rotary.org

February is Peace and Conflict Prevention/Resolution Month



Youth Exchange by Dan Boldt, District YE Chair



Dear District 5100 Rotarians,

Your District Rotary Youth Exchange Committee is grateful for this monthly forum. We are happy to draw attention to this branch of International Service that really is international.

This column, a request for financial support, is straight from my heart.

In the 2019-20 Youth Exchange year, 33 of 70 District 5100 clubs participated in Rotary Youth Exchange by hosting and sending exchange students. In addition, several clubs and individuals answered the call for financial help, allowing a number of inbounds to go on our annual optional West Coast Tour. The support was so strong that 100 percent of the students went. Heartwarming!

Not so heartwarming is seeing first-hand the panic of hardworking parents struggling financially with the costs of Rotary Youth Exchange.



Year in and year out we see students

2020 is starting off on an up-note with only one case as of January 22.

With an upbeat start of the year I'd like to look at some of the pluses of the polio eradication effort. As was pointed out in the January column the original idea of the 'plus' in PolioPlus focused on Rotary's assistance in the areas of managerial experience, political will, funding, and community organization, all of which would help national health systems boost immunization levels of their children against polio as well as five other diseases (measles, tuberculosis, diphtheria, whooping cough and tetanus).

Looking back on the nearly 35 years of PolioPlus there have been many other added benefits that have come from the polio eradication campaign. This is just a short summary. For more thorough information and stories see the October issue of [The Rotarian](#) magazine.

Other Disease Control: Components of the end game strategy are immunization, surveillance and outbreak response. To execute this strategy the Global Polio Eradication Initiative (GPEI) developed, and funds in many areas, an infrastructure of dedicated health workers and trained volunteers to carry out the immunization and outbreak response. The surveillance is supported by 146 laboratories set up by GPEI primarily in the most critical regions. In the Africa region half of the efforts are given to initiatives other than polio. In 2018 a yellow fever outbreak was detected through surveillance and resulted in the vaccination of eight million people. During an outbreak of Ebola in Nigeria in 2014, health workers prevented that disease from spreading beyond 19 reported cases by using methods developed for the polio eradication campaign to find anyone who might have come in contact with an infected person.

In areas where malaria is prevalent, insecticide-treated bed nets are often distributed during polio immunization events. In 2017 antimalarial medicines were distributed to 1.2 million children in Nigeria by polio eradication staff.

Vitamin A deficiency is estimated to affect approximately one third of children under the age of five around the world claiming the lives of an estimated 670,000 children annually. The highest prevalence is in Africa and southeast Asia. Vitamin A is often included along with the polio vaccine during immunization campaigns.

Clean Water: Contaminated water is a primary conduit for transmitting the polio virus. Poliovirus spreads through human waste, so making sure people aren't drinking or bathing in contaminated water is critical to eradicating the disease. Many organizations, including Rotary, undertake clean water projects for the sake of better health in general and eliminating a hangout for the poliovirus as a collateral benefit. Clean water projects have been undertaken as part of the polio eradication program in areas where polio has not been eliminated.

Within camps for displaced people in northern Nigeria, polio vaccinators who regularly visit communities have been met by frustrated parents with "We don't have water, and you're giving us polio drops?" Rotary and its partners have responded by funding 31 solar-powered boreholes to provide clean water in northern Nigeria, and the effort is ongoing.

Supplying clean water to vulnerable communities is a priority of the PolioPlus program not only in Nigeria, but also in Afghanistan and Pakistan - the only other remaining polio-endemic nations, where transmission of the virus has never been interrupted. Communities with a reliable source of clean water have a reduced rate of disease and a better quality of life.

Creating Jobs: One of the challenges of eradication is overcoming the reluctance of parents to have their children vaccinated. One aspect of the polio eradication program is to provide a job that is uniquely suited to polio survivors; to educating others about the effects of the disease. UNICEF data show that polio survivors have a remarkable success rate persuading reluctant parents to vaccinate their children. On average, survivors convince seven of every ten parents they talk to.

Another benefit of the training skills training program for those with polio paralysis is that many have earned enough money from working on door-to-door immunization campaigns to start their own small business.

While in Delhi, India for an immunization campaign I visited a school founded to provide a basic education to young people with polio paralysis and to train them in a skill where they can earn a living. With polio being eradicated the school was having to find other physically challenged children for their training. Nice problem to have.

The preceding are just a few examples of how the polio eradication program has provided lasting benefits in many areas.

Year in and year out we see students - and their families - who need financial aid to go on exchange.

This year, I am aware of at least four students who cannot depend upon their families for financial support. These outbound candidates are working weekends and fundraising as best they can, but the cost of exchange seems insurmountable. It got personal last weekend, hearing the panic in a mom's voice as she explained the family's immediate need for fuel to drive their daughter to our January orientation event. Collectively, the crisis was averted; we got her to the event, but the need remains for this girl's exchange.

Let's step back a moment to remind ourselves that these students are the future of Rotary. **These smart, competitively selected kids embody the concept of building Rotary ambassadors one exchange at a time.** Our numbers are growing! We are up to 45 long-term and 34 short-term exchanges, and we have a strong group of participating clubs, yet we have this persistent need.

This brings me to my request (which comes straight from my heart): Would your club, especially if it is not currently hosting youth exchange students, be willing to budget an annual amount to benefit the Rotary District 5100 Youth Exchange Financial Aid Fund, with the sole aim of assisting students with financial need? As little as \$500 can make or break a student's exchange. For the girl I wrote about above, the magic amount to bring her exchange to life is probably \$3000.

District 5100 runs an award-winning Youth Exchange program, but we can do better. Currently, we have the Yamhill County Foundation awarding annual

financial aid to families of Rotary Youth Exchange outbound students and the Portland Rotary Charitable Trust contributing significantly to the Rotary District 5100 Youth Exchange Financial Aid Fund. These two faithful contributing entities are great. They have provided the blueprint. Now, can your club and my club do something similar?

I mentioned above that we have 33 clubs participating in the District 5100 Youth Exchange Program. I propose changing the definition of "participating" to include clubs which annually budget financial support to the District 5100 Youth Exchange Financial Aid Fund.

Please join the list of participating clubs by formally budgeting annual support for this fund. My goal for 2020-21 is for 50 of our 70 clubs to be "participating" by either hosting a student or financially supporting the



POLIO RESOURCES:

- <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](#)



Practice and Share The 4-Way Test at Work
by David W. Potts, District Vocational Service Chair



Along with The Object of Rotary and The Rotarian Code of Conduct, The 4-Way Test is one of Rotary's main tenets and helps to set Rotary International apart from other service organizations. In these days of deceptive practices and people choosing dishonesty to further their own interests, the honesty of Rotarians is a breath of fresh air. I prefer to do business with Rotarians, as I know we adhere to The 4-Way Test and act with honesty, integrity and ethics.

As the District 5100 Vocational Service Chair, one of my goals is for each Rotarian in our District to know The 4-Way Test, by memory, so they may better adhere to Rotary's values as well as to be able to share The 4-Way Test with others. Of course, The 4-Way Test goes, as follows:

- Of what we think, say or do:*
- First: Is it the TRUTH?*
- Second: Is it FAIR to all concerned?*
- Third: Will it build GOODWILL and better FRIENDSHIPS?*
- Fourth: Will it be BENEFICIAL to all concerned?*

As Rotarians, we are called to put all our decisions through The 4-Way Test and, if our decision does not meet the criteria of each of the four tests, we are bound to re-evaluate our decision and find one that meets all the conditions of The 4-Way Test.

Personally, I feel The 4-Way Test is the most important of Rotary's three tenets, as it directs us to always act ethically. When we are acting ethically, Rotary's other two tenets easily fall into place.

I have a copy of The 4-Way Test posted, prominently, in my office. I suggest that you also post The 4-Way Test at your place of business. Posting The 4-Way Test at your place of business tells your customers, visitors and colleagues how you will act and ensure them they can trust what you say and do.

Posting The 4-Way Test can lead to others inquiring about Rotary and our pledge to act ethically and responsibly, potentially recruiting new members (after all, we, as Rotarians, are essentially all a part of our Club's Membership committee).

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 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

program.

While we are on the subject of supporting this fund in the future, please consider the immediate need. Help that financially-stressed mom and dad rest easier knowing Rotary is there to support their child.

Rotary Youth Exchange is one of District 5100's most visible branches of International Service. Have the discussion within your club to budget an amount to the District 5100 Youth Exchange Financial Aid Fund. Support a worthy student.

Thank you!

[Dan Boldt](#)
Chair, District 5100 Youth Exchange Committee

Rotary District 5100 Training Assembly



SAVE THE DATE
District 5100 Training Assembly
April 4, 2019
Oregon City High School
Rotary District 5100

*Registration opens mid-February.

Check the calendar on DACdb for more information.

2020 District Conference



Focus on the Future
2020 VISION
Rotary District 5100 Conference

EARLY-BIRD Registration for the 2020 District Conference is open!

Don't miss the Early-Bird **Discount** Registration for our 2020 District Conference from May 15 to 17 in Welches, OR at the Mt. Hood **Oregon** Resort!

It'll be a great weekend, including a New Member Reception, TRF Reception,

RYLA (Rotary Youth Leadership Awards) by Daniel Spalding, District RYLA Chair



Back in 2011 I participated in our district's Rotary Youth Leadership Awards (RYLA) program and it set my life in a new direction. It introduced me to the world of Rotary, and has made me the Rotarian I am today. Nine years later, I still spend months of my time each year to make sure the program goes on by volunteering on the district RYLA committee.

Talk to anyone that has attended RYLA and you will see this common thread. It is the reason I will keep talking about the program to anyone that will listen. I love stopping by clubs and sharing my RYLA story and sharing what the program is all about and getting clubs inspired to send someone in their community, or even one of their own members.

For a quick recap, RYLA is a week-long leadership retreat for adults age 19-28 that takes place at the Menucha Retreat and Conference Center in Corbett, Oregon July 11-17 2020. As of now, the application is live so start thinking of anyone with leadership potential who you may want to send. If you are working towards your presidential citation, this is an easy way to check off one of the boxes.



RYLA 2019

To learn more and to access the application and brochure, visit our committee website, RYLADistrict5100.org.

As I mentioned, I love talking to clubs so if you would like me or one of our committee members to come speak about the program, send me an email and we will make it happen!

Yours in service,
Daniel Spalding, RYLA Chair 2019-2021
Daniel@RYLADistrict5100.org

Youth Exchange Night, District Awards Dinner - plus lots of other activities in between.

Click [here](#) to check it out!

Rotary Training by Rob Sachs, District REEL Chair

REEL, newly introduced in Jan 2020, is the District's integrated online free educational program of 10 selected basic courses and 1 choice of elective courses from My Rotary - Learning Center's online courses officially replacing ERK (Essentials of Rotary Knowledge).



REEL is for all Rotarians who want to learn or review essential Rotary information, use best practices, and access key resources. This online learning program accesses and utilizes the My Rotary - Learning Center's courses which provides members and leaders with the most current and relevant information about Rotary's Five Avenues of Service, Six Areas of Focus, and Three Essential Programs, which makes clubs vibrant, viable, and sustainable, as participants develop and enhance their own leadership skills.

REEL tracks and supports participant's enrollment, progress, and completion in My Rotary - Learning Center. Rotarians may work independently or as a cohort with other Rotarians enrolled with their own access to My Rotary - Learning Center.

REEL online courses, once enrolled are completed as time permits. Completion of each of the required selected and elective courses takes time and will vary depending on one's existing Rotary knowledge and experiences.

For more information or a list of REEL courses, go to the District's website: www.isrotaryforyou.com and from the top menu tab select "Membership - Programs" and once the Program page opens, scroll down to the REEL graphic and paragraph.

ENGAGEMENT TRACKER

Total volunteer hours	Number of volunteers	Total cash contributions	Total in-kind contributions
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122,987,764

Hours

616,781,384

People

1,306,081,646

USD

653,260,770

USD

From 196473 projects added since Showcase launched in 2013

Rotary District 5100 | 503-605-5100 | newsletter@district5100.org | <http://www.isrotaryforyou.org>
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