

From the District Governor:

One day in July D.H. Short sent a \$500 from his Rotary Club of Pass Christian, MS to Rotary International Director Robert Stuart of the Rotary Club of Springfield. The gift was for an individual family suffering from the devastation of the tornadoes that ripped through Springfield in late March 12. The Springfield Club was presented the check. Many of the members were overwhelmed by the concern of an area that could use the money for their own re-building, but yet the family of Rotary identified a need and did something about it. It is what Rotarians do.

The President of the Springfield Club gave me a copy of the letter that was sent with the check. The instructions were to use the money for someone that had suffered the effects of the tornadoes and had the most need. Pass Christian Rotary Club realized the tremendous needs that follow such an event and their contribution was needed in light of the overwhelming response to Katrina Relief.

In the issue of "4-Way Today", we are showing the efforts and destruction in the aftermath of Katrina.

This District will begin to collect funds to help the families of Pass Christian construct a building for the Police, Fire and Emergency Response Units which will include a centralized communication center. When you respond with your contribution, please make the check out to: The Pass Christian Rotary Charitable Trust Fund.

Mail to : District Governor Dick Robinson
42 White Birch Rd.
Springfield, IL 62712

It is tax deductible 501C3 and will allow you to deduct your contributions. Those checks received by October 7, 2006 will be presented to Dr. D.H. Short at the District Conference. Dr. Short will be traveling between October 2-11 in our district and he will be more than pleased to present a program to your club.

Some of you may remember my definition of a Rotarian: They are humanitarians that look for people's needs and more importantly - Rotarians do something about it.

Leading the Way to Pass Christian,

Dick



Dear fellow Rotarians,

So much has been said about membership in Rotary. We talk about attracting new members and recruiting them. We talk about membership retention. And we talk about membership loss. We talk so much about membership that sometimes, when a speaker begins to discuss it, you can see all the eyes in the audience begin to glaze over. We've all heard it before.

Building membership is, of course, crucial to building Rotary. Rotary is nothing without its members and its clubs, and as members age, we must find new ones to take their places. More than that, we must always be growing in order to meet the many new needs that arise in our communities every day.

But I believe the best way to strengthen our numbers isn't by focusing on our numbers - it's by focusing on our clubs. A truly strong club is tremendously attractive. A strong club offers opportunities for friendship, fellowship, and meaningful service. It offers new connections within a community and a chance to meet like-minded friends, the kinds of friends who will still be close decades from now.

Again and again, we find that successful clubs have certain features in common. Together, you might think of them as a "to-do" list for clubs that need a boost:

1. **Assess.** Listen to each other, and find out what members want.
2. **Emphasize.** Accent the social aspects of Rotary. They are the glue that binds us.
3. **Market.** Don't sell your club as a product - market it. Find out what people want, and do your best to give it to them.
4. **Induct.** Bring new members into your club with dignity and class.
5. **Involve.** Make the whole family part of Rotary. Don't let it be another commitment that takes members from their spouses and children.
6. **Mentor.** Make sure that a seasoned Rotarian helps new members get started and stays involved for at least a year. Newcomers can get lost easily.
7. **Educate.** Provide education continuously, but give a little at a time. There's a lot to learn about Rotary, and it can be overwhelming.
8. **Enthuse.** Show enthusiasm openly! Rotary should be fun.

Membership comes down to one simple statement: Strong clubs lead to a strong Rotary. Without strong clubs, no amount of recruitment and retention efforts will help Rotary grow. With strong clubs, Rotary will flourish and provide another 100 years of service to humanity.

William B. Boyd
President, Rotary International



Letter From the Editor, August 2006

By Brian Barstead
DISTRICT 6460 PUBLIC RELATIONS

Hello fellow Rotarians. Hope that you are having a wonderful end to the summer. The weather in August has not been too bad and the winter is still a few months away, so enjoy!

Thanks to all of you who sent mail or contacted me about the new format for the paper.

Feedback is always positive, especially when it is all positive and I appreciate your comments. I hope you enjoy the new look and that the articles and photos are helping you have a better Rotary experience.

As you can tell, we are spotlighting new member recruitment activities in the first quarter of this Rotary year. Governor Dick Robinson is asking all of the clubs

to push for new membership during his visits this year. The most important way Rotary can be of impact in our communities is by getting bigger and Dick has reported that the clubs in District 6460 are getting the job done. Keep growing!

The aftereffects of Katrina will take years, maybe decades, to heal. Rotary is helping this project in a big way. Take a look at what Rotary is

doing in the center section of this month's edition. Do what you can to help those clubs who are working so hard to make a difference in their communities.

Finally, it is said that a picture says a thousand words. In today's digital age, it is easy to attach a picture to a short email and send someone a story and a picture to go along with it. I would love more pictures and arti-

cles to go with them for this paper. Send me photos of your Rotary Clubs doing stuff in your community. Maybe you have a member who just did something great. Highlight an exchange student. Tell us if you had a recent visitor or speaker at a club meeting with an interesting story to tell. In short, be kind to

LETTER

From page 1

your editor so I can make this paper an interesting read for everyone. Email works best bribaraxp@yahoo.com

Hope you enjoyed your summer and your Labor Day. We'll try to get this paper out in the right month next month. We just have a lot to say and a little time to get it done.

October District Conference - Register Now!

There is a difference between belonging to a Rotary Club and being a Rotarian. One of the great ways to experience the difference is by being in attendance at your District Conference. This year the conference is in the fall instead of at the end of the Rotary year as it has been in the past and will be held in Springfield,

October 6 & 7, 2006 at the Crowne Plaza Hotel, located at 3000 South Dirksen Parkway. Please call (217)529-7777 for reservations.

The schedule of events is set focusing on issues related to the Club Leadership Plan: Membership, Successful Service Projects, Foundation and

Leadership. On Friday, there will be "An Evening Chautauqua", where you will have the opportunity to promote a project for your club or float a new idea. This is something you need to sign up for in advance! But it is a way to get notice to Rotarians about projects that your clubs do during the year. There are special

incentives for the club with the highest number of Rotarians registered & the club with the highest percentage of their club registered for priority consideration with Rotary Simplified Grants this year to provide support for projects

We'll see you there to enjoy the fun and knowledge of Rotary!

Rotary District 6460



Membership & Attendance: July 2006

Rotary Club of...	Attendance				Membership			
	Meetings Held	This Month %	Rank	Year to Date %	Rank	Start of Year Present	Change	
Abingdon	4 of 4	76.00	=6	76.00	=6	19	20	+1
Aledo	4 of 4	79.00	4	79.00	4	7	7	-
Athens	4 of 4	66.00	=20	66.00	=20	12	12	-
Berid	3 of 3	46.00	39	46.00	39	-	26	-
Bethalto	4 of 4	75.82	9	75.82	9	40	41	+1
Bushnell	5 of 5	75.00	=11	75.00	=11	18	20	+2
Cambridge	4 of 4	66.30	=20	66.30	=20	-	22	-
Carlinville	4 of 4	60.00	28	60.00	28	41	25	-16
Chillicothe	4 of 4	70.00	=16	70.00	=16	16	17	+1
Collinsville	4 of 4	64.00	=22	64.00	=22	26	26	-
Delavan	3 of 3	81.00	2	81.00	2	23	23	-
East Alton	3 of 4	58.33	29	58.33	29	33	33	-
East Peoria	3 of 4	49.43	37	49.43	37	29	29	-
Edwardsville	4 of 4	76.35	=6	76.35	=6	-	141	-
Farmington	3 of 3	50.00	36	50.00	36	45	41	-4
Galesburg Sunrise	3 of 4	64.16	=22	64.16	=22	50	47	-3
Galesburg	4 of 4	61.71	27	61.71	27	-	85	-
Galva	5 of 5	63.00	=24	63.00	=24	19	19	-
Granite City	3 of 4	52.92	34	52.92	34	76	75	-1
Havana	4 of 4	73.30	14	73.30	14	-	41	-
Kewanee	3 of 3	73.50	13	73.50	13	46	46	-
Land of Goshen	4 of 4	75.19	=11	75.19	=11	57	58	+1
Macomb	3 of 4	54.77	31	54.77	31	107	107	-
Macomb Centennial Morning	4 of 4	86.30	1	86.30	1	38	38	-
Mason City	3 of 3	40.74	40	40.74	40	18	17	-1
Monmouth	5 of 5	67.71	18	67.71	18	77	77	-
Morton	4 of 4	67.11	19	67.11	19	116	122	+6
Pekin	4 of 4	77.40	5	77.40	5	53	52	-1
Peoria	4 of 4	53.00	33	53.00	33	279	278	-1
Peoria North	4 of 4	53.66	32	53.66	32	186	187	+1
Petersburg	3 of 3	76.00	=6	76.00	=6	17	17	-
Pittsfield	4 of 4	73.03	15	73.03	15	49	47	-2
Quincy	4 of 4	52.03	35	52.03	35	91	92	+1
Quincy East	4 of 4	57.10	30	57.10	30	22	21	-1
Rushville	4 of 4	75.80	10	75.80	10	32	31	-1
Springfield	4 of 4	62.24	26	62.24	26	90	91	+1
Springfield South	4 of 4	47.42	38	47.42	38	43	38	-5
Springfield Sunrise	4 of 4	63.00	=24	63.00	=24	29	28	-1
Washington	3 of 3	70.00	=16	70.00	=16	47	46	-1
Wood River	4 of 4	80.00	3	80.00	3	34	34	-
Totals						1885	2177	-23

No report received from:

Rotary Club of Alton-Godfrey
Rotary Club of Jacksonville
Rotary Club of Manito-Forest City

Rotary Club of Canton
Rotary Club of Jacksonville Sunrise
Rotary Club of Peoria Sunrise

Rotary Club of Highland
Rotary Club of Jerseyville
Rotary Club of Springfield - Midtown



Rotary District 6460 Conference Registration Form October 6-7, 2006

The Crowne Plaza Hotel, Springfield, Illinois
Register by September 15, 2006 for Early Bird Registration

Registration Notes: To simplify registration, the registration fee applies to all conference session attendees. **Meals and Registration Fees are included in the full conference registration fee. If you are not attending the entire conference, you must include the Registration Fee and meals must be indicated separately.**

Cancellation/Refund Policy: All cancellation requests must be submitted in writing before **Sept. 25, 2006**

Registration Categories (Please circle appropriate categories): A = Rotarian B = Spouse C = Interactor
D = Rotaractor E = Youth Exchange Student G = Guest 19 years & over H = 18 years & under

Please Print

Name: _____ Rotary Club of _____

Spouse: (Guest / Rotarian - circle one) _____

Mailing Address: _____

Phone #: () _____ E-mail: _____

Registration and Meal Fees (Indicate registration and meal choices)	Sept 15 Deadline	On Site*	Total Attendees	Total Fees
Full Conference Attendees (Category A,B,G) Includes Registration Fee and All Meals	\$97	\$115		
Partial Conference Attendees (Category A,B,G) Registration Fees Only	\$12	\$20		
Friday Dinner (Casual Attire)	\$20	\$20		
Saturday Breakfast	\$15	\$20		
Saturday Lunch	\$20	\$20		
Saturday Banquet (Black Tie Optional)	\$30	\$35		
Youth Attendees Registration Fees (Category C,D,E,H)	\$5	\$5		
Saturday Banquet	\$30	\$30		
Optional Events				
Friday Morning Tour: Lincoln Sites	\$10			
Friday Lunch	\$20	\$20		
I will purchase a meal(s) or make a donation toward a meal for an Interact, Rotaract, Ambassadorial Scholar or Exchange Student. Amount is:				
Totals				

*On Site meals subject to availability

Check (Payable to Rotary District 6460) - \$ _____ Credit Card - Visa Mastercard (Circle one)

Credit Card #: _____ Exp. Date: ____/____/____ CVV2/CID #: _____

Name _____ Signature _____

(as it appears on card)
Mail completed form to: Bill Smith, 800 Wythe Road, Springfield, IL 62702
smithveld@insightbb.com



Rotary International District #6460 Richard P. "Dick" Robinson District Governor 2006-07
42 White Birch Road, Springfield, Illinois 62712 217-553-6096, robinsond42@insightbb.com

4 Way Today Editor Brian Barstead
700 South Grand Avenue West, Springfield, IL 62704
Phone: 217.789.2974 Ext12 Mobile 217.652.4371 e-mail: bribaraxp@yahoo.com

Rushville Club hosts Annual Golf Outing

The Rushville Rotary Club will be hosting their annual golf tournament at Scripps Park Golf Course in Rushville on September 16. The expense is \$35 per player or \$140 per foursome, which includes green fees, cart fees (there will be one cart available for every two players), and lunch and beverage. All proceeds go to Scholarships for local Rushville-Industry High School students. For information and registration contact Lynn Smith at 217-248-101- or Walt Stephenson at 309-333-6654.



Calendar of Events

2006

July 11 - October 11th	Official Visits
September 5-10	Zones 29/30; Columbus Ohio
October 5-6	District Conference-Springfield

2007

January - February	Friendship Exchange - Brazil
January - February	PrePETS-Variou Area Meetings
January 16 - February 15	District 6460 GSE team visits India District 3190
January 28 - February 4	International Assembly - San Diego, California
February 18.	Governor Elect Reports to Council of Governors
March 2-3	Ambassadorial Scholar Orientation - Kansas City
March 23-24	Land of Lincoln Multi-District PETS-Springfiled
April 14.	District Assembly - Springfield
April 20 - May 20	India District 3190 GSE team visits District 6460
April 22-28	International Council on Legislation - Chicago, Illinois
June 2.	District Leadership Training - Springfield
June 17-20	Rotary International Convention - Salt Lake City, Utah
June 30.	Installation of District Governor 2007-2008

The time for nomination of candidates for District Governor serving 2009-2010 has arrived! The district must record its District Governor Delegates by the 1st of December to Rotary International. All nomination applications can be sent to:

District Nominating Committee
c/o D.G. Dick Robinson
42 White Birch Rd.
Springfield, IL 62712

The deadline is October 8th, 2006. The District would appreciate report of Club Officers for the year 2007-2008 to be submitted as well before December 1, 2006. This will give great opportunity for the Governor-Elect to get to know them and will help reporting and annual directory creation much more than you can realize.

Yours in Rotary,

Dick

Dick Robinson
District 6460 Governor



District Governor Visit Schedule

Official Visit	Club	Location	Time
TUESDAY			
September 12th	Springfield	Midtown The Sangamo Club	12:00pm
September 19th	Macomb	Macomb Dining Company	12:00pm
September 26th	Quincy	Tony's Place	11:45pm
October 26th	Mason City	Chestnut Street Grill	12:00pm
October 10th	Manito	Forest City Community Church - Forest City	6:00pm
WEDNESDAY			
October 11th	Springfield	Sunrise Manhattan Grille/Hilton Hotel	7:00am
THURSDAY			
September 14th	Springfield	South Route 66 Hotel	12:00pm

Send email to:

**the District 6460
Communications Officer,
Chuck Farrar**

*with any suggested comments,
complaints, information,
additions, and other
desired items to*

chuck@galesburg.net



ROTARIANS HELP THE GULF COAST RECOVER

See District Governor's message on page one



Chamber of Commerce



The Rotary Club has teamed with the Mennonite Disaster Service to build homes for folks who are falling through the cracks of insurance and government grants. This is our greatest endeavor in the 82 year history of our local club. The Mennonites are providing free labor and construction expertise; Rotary is providing building materials and supplies.



Twin Oaks



Trinity Church



Twin Oaks

Help Pass Christian Rise Again!

In May of this year, the Rotary Club of Pass Christian, MS. sent \$500 to the Rotary Club of Springfield to help with tornado relief after two F2 tornadoes caused over \$100 million of damage to homes, businesses and infrastructure in the Springfield area. This was as amazing gesture of generosity to our local area, considering that Pass Christian was virtually wiped off the map as it took

a direct hit from Hurricane Katrina exactly one year ago. The Rotary Club of Pass Christian has been working hard to help its community recover from the effects of last year's mighty storm. To read more about it, go to www.passchristianrises.com. In this section you can see some of the amazing before-after pictures from that area. Read Governor Robinson's letter on page

one and consider a donation to help that area recover. While FEMA and the Corps of Engineers help clear the debris, the Rotary Club and other volunteers are working to raise The Pass back up. The first five projects are: Build 65 new homes, Public works Dump Trucks, Reconstruction and Reconnection of the Sewer system, The Community Library, and Reconstruction of the Community Building.

Our district is raising funds to help them restore their community center. A Pass Christian Rotarian, Dr. D. H. Short, has traveled around the country, giving his presentation and letting others know about what is going on in The Pass. D.H. and most of his fellow Rotarian lost homes and businesses. More Rotarians have volunteered to start working on the 5 projects the D.H. and his

Rotary club have started. Dr. Short will be here in October as a featured speaker at the District 6460 Conference this year. Now it is time to work together and rebuild. Please help! When you respond with your contribution, please make the check out to: The Pass Christian Rotary Charitable Trust Fund.

Mail to :
District Governor
Dick Robinson
42 White Birch Rd.
Springfield, IL 62712
 It is tax deductible 501C3 and will allow you to deduct your contributions. Those checks received by October 7, 2006 will be presented to Dr. D.H. Short at the District Conference.



President Bill welcomed District Governor Dick Robinson to Galesburg Rotary for his official visit.



Gov. Robinson visits Benld Club in July as they induct three new members. From left to right we have: Eric Braasch – Incoming President, Kevin Polo – New Member, Lisa Katava – New Member, Rory Makler – New Member, Richard Robinson – District 6460 Governor Paul Cavins – Outgoing President

Why I Am a Rotarian

*"We live in the present,
We dream of the future,
But we learn from the past."*

In 1997 my university asked me to consider joining a Rotary Club in the interest of creating better relationships with the community. I agreed, but only if it was also beneficial to me personally.

I did a little research on the clubs in my area, and first I went to a meeting of the La Jolla Golden Triangle Rotary Club.

I've never left.

It was the beginning of an unexpected love affair that has lasted eight years and shows no sign of weakening. I have met people from whom I learn,

who inspire me, who I respect and love -- in my club, in my city, in our district, throughout the US, in countries all over the world that I had only heard mention of before Rotary -- through meetings and significant projects.

Rotary has gifted my life with ideas and purpose and love.

Cynthia Villis
La Jolla Golden Triangle
Rotary Club
D5340 USA

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Rotary International: Newsroom Rotary clubs are first responders in Lebanon crisis

By Vukoni Lupa-Lasaga
ROTARY INTERNATIONAL NEWS

2 August 2006

The relief team organized by the Rotary Club of Limassol-Berengaria

Cosmopolitan, Cyprus, was expecting no more than one boatload of 500 evacuees from the fighting in Lebanon on 19 July.

But the following day, the volunteers who had originally offered to help find hotel accommodations for the new arrivals in the port city of Limassol were

suddenly faced with a much bigger challenge.

"The Americans decided to reroute their largest ships to Limassol, and we found ourselves standing in front of thousands of people in need in an instant," explains Scott Givhan, leader of the club's

relief project.

Military and chartered-cruise ships each carrying up to 2,000 people — most of them Australian, British, and U.S. passport holders — fleeing the

Israeli-Hezbollah conflict were docking at all hours of the day and night, says Givhan.

At its peak, the operation brought in about 10,000 evacuees in three days. The

club assembled an efficient multinational team of volunteers from 10 Western and Middle Eastern countries. Each time a boat came in, they were on hand to greet, comfort, and assist passengers.

Nearly half of the Rotary club's 25 members were on vacation. But those present and the non-Rotarian volunteers who

joined them did an outstanding job providing food and refreshments and helping set up rest and play areas for evacuees and their children. They even offered evacuees use of their mobile phones to call loved ones and make travel arrangements.

"This project would not have been possible without the contributions from our non-Rotarian volunteers, many of whom worked through the nights to help the evacuees," says Givhan.

With the evacuations ending, the club is turning its attention to helping people internally displaced by the fighting. Already, it has sent two shipments of relief items — mostly donations of food and medicine — to Batroun, Lebanon.

Members of the Rotary

Club of Batroun are receiving the supplies and distributing them in their own cars at great personal risk.

"We contacted this club because it is competent," says project coordinator George Kfour, of the Limassol-Berengaria club, who is Lebanese. "The members in Batroun are trusted, and they are like our own brothers."

"These Rotarians are the real heroes," says Givhan.

The city of Batroun, in northern Lebanon, is host to more than 10,000 people who have fled intense fighting and aerial bombardment in the south. Other Lebanese

Rotary clubs are helping with the relief effort.

Rotary clubs were the first to respond to the humanitarian crisis in

Batroun, say Givhan and Kfour. Because Rotarians are members of the affected communities, their aid distribution network is one of the most active in the region.

Kfour says that the Limassol-Berengaria Cosmopolitan club is now bracing itself for an influx of Lebanese refugees to Cyprus.

The club is receiving donations of money and goods to provide emergency relief in Cyprus and Lebanon. For more details, visit the Disaster Relief page or contact Scott Givhan (phone: + 357 99 466 103; e-mail: alpa1@usa.net).

Read more about Rotary club relief efforts in the region.

2006-07 Presidential Citation will recognize club achievements

The 2006-07 Presidential Citation program allows clubs to earn recognition for promoting membership development and the four Avenues of Service.

To qualify for a citation, clubs must achieve a net increase of one member and complete one activity from four of five categories: membership, club service, vocational service, community service,

and international service. Recommended activities are listed in the *Presidential Citation*

Brochure (900A-06EN), which was distributed at the presidents-elect training seminars.

Rotaract clubs can earn a Presidential Citation by completing one activity in the community and international service categories

and a third activity in one of the remaining categories.

RI President William B. Boyd asks participating clubs to realistically assess community needs and likely project outcomes, clearly identify those who will benefit from their projects, and involve the beneficiaries in the decision-making process as much as possible.

To receive a citation, clubs must complete the certification form (900B-06EN) and submit it to their district governor by 1 April 2007. Governors must submit a list of certified clubs to RI World Headquarters no later than 15 April 2007. To download the certification form, click Downloads at www.rotary.org, then click 2006-07 Materials.

Deadlines set for 2007 RI Convention

Start planning now to make a Rocky Mountain Rendezvous in Salt Lake City, Utah, USA, site of the 2007 RI Convention, 17-20 June.

Convention goers should mark their calendars with these important registration and housing deadlines:

■ 1 December 2006 — For convention goers to qualify for a discounted registration fee and for groups to submit a block housing request form with deposit made out to RI housing contractor

■ 1 March 2007 — For groups to submit a complete rooming list, including first and last names, arrival

and departure dates, and any special requests, to RI housing contractor

■ 30 March 2007 — For

■ 18 May 2007 (tentative) — To submit hotel reservation form

Rotarians can also learn more about the convention

by viewing the 2007 Salt Lake City Convention Promotional DVD (719-MU) and downloading the accompanying brochure. See New to the RI Catalog on the back cover for ordering information. For online convention registration, downloadable registration forms, preliminary programs, promotional

materials, and other details, go to www.rotary.org/events.

Register for host events and tours at www.rihost2007slc.org, or contact secretary@rihost2007slc.org for more information.



Rotary District 6460 website
www.rotarydistrict6460.org

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Thank you for supporting Springfield-Sunrise Rotary by parking with us during the Illinois State Fair. See you in 2007!

Use RI Funds to promote Rotary in your area by applying for RI PR Grant

Rotary International Public Relations (PR) Grant Application Form for 2006-2007

For the 2006-2007 Rotary year, the Board of Directors has allocated funds to assist Rotary clubs and districts in promoting Rotary and improving Rotary's public image. Clubs are encouraged to use the funds to place RI prepared TV and radio public service announcements (PSAs), billboards, banners, and newspaper supplements in their local newspapers or on local television and radio stations. Each club can apply

for a grant up to \$3,000 (US).

The PR Grant program is meant to be a worldwide program to help clubs promote Rotary within their region. Funds will be sectioned by region to ensure fairness and an equitable spread of Rotary promotion across the globe.

Here's how the program works -

Who can apply? All clubs are eligible to apply.

How do you apply?

■ The district or club PR chair works with the district governor or club president to evaluate media outreach opportunities

within the area and develop a detailed PR plan. You then submit an application with your media plan.

■ Applicants should read the application and "Terms and Conditions" carefully and include the following information:

a. The plan must include budget and vendor quotes

b. Applicants must also review and sign the

■ Terms and Conditions for Rotary International Public Relations Grants."

c. The district governor should review the PR Grant application submitted by clubs in his or her district, and sign the "

Terms and Conditions" document.

■ All grant applications should be submitted by 31 October 2006, decision letters will be emailed to applicants by 17 November 2006 and PR Grant projects must be implemented no later than 1 June 2007.

■ PR Grant applications will receive priority when:

1. The club has procured in-kind or gratis placements

2. The club contributes a portion of required funding
3. The club uses the already produced RI PSA material

(http://shop.rotary.org/catalog/product_info.php?products_id=388)

Below are examples of PR Grant applications that have been approved in the previous year have included Billboard ads, newspaper and magazine supplements, radio/TV spots and other outdoor placements.

Contact Dick Robinson at robinsond42@insightbb.com or Brian Barstead at bribaraxp@yahoo.com for more information.

Organizing new Rotary Clubs are the KEY to District 6460 membership growth

By Tom Turpin
MEMBERSHIP CHAIRMAN

For Rotary International to continue its vital humanitarian work and expand its service to communities at home and abroad, its membership base must continue to increase.

More members means more knowledge, more talent, and more energy to carry out

ambitious projects that will touch the lives of hundreds of thousands of people. Each

new Rotarian brings a range of personal and professional resources and skills that can greatly strengthen Rotary and the ability of its clubs to successfully serve their communities and the world.

All Rotarians share the responsibility of ensuring

membership growth and development through three key functions:

■ Retaining existing members

■ Recruiting new members

■ Organizing new Rotary clubs

Because these three elements are equally important to maintaining membership growth and development, each needs to be emphasized at the club and district levels to ensure that Rotary clubs continue to be strong, relevant, and effective. Effective Rotary clubs are able to

■ Sustain and increase their membership base

■ Implement successful projects that address the needs of their community and communities in other countries

■ Support The Rotary

Foundation through both program participation and financial contributions

■ Develop leaders capable of serving in Rotary beyond the club level

In some cases, Rotary clubs may find it impossible to continue increasing their membership.

For example, meeting facilities may not be able to accommodate a larger group, or the meeting time may be inconvenient for new members. Starting a breakfast meeting in an area that has several noon-time or evening meetings could produce good fruit. In recent years, charter members of new Rotary clubs have been a vital element of Rotary's membership growth. Those interested in organizing a new Rotary club should contact Dick Robinson and Club and District Administration (CDA) representative of the Rotary International office serving their area.

Organizing a new Rotary club requires a great deal of time and work, but many Rotarians have found it to be one of their most rewarding experiences. How else are we going to "Lead the Way."

SPOTLIGHT 6460

News from your fellow Rotary Clubs

THE ROTARY CLUB OF PEORIA

ROTARY CLUB NO. 76
- CHARTERED 1913
630 COMMERCE
BUILDING. PEORIA, IL
61602 Meets at Pere
Marquette Hotel every
Friday

August 14, 2006 -
Issue No. 4491

At their meeting on 8/18, their guest speaker was James Owen, CEO of Caterpillar who

spoke about Competing in a Global Economy. Two new members were introduced. Tim Newlin - Tim is an Attorney at Hinshaw & Culbertson and was sponsored by Dick Eagleton. Shane O'Reilly - Shane is the owner of Biggs Awning & Window and his sponsor is Joseph Milton.

OUTBOUND YOUTH EXCHANGE



Lauren Dickey leaves on August 17th to begin her year long exchange in Taiwan. Lauren has set up a blog and will be posting to it during her year abroad. There is a link on our website (www.peoriarotary.org) and we hope many of you will check it out from time to time and read about Lauren's adventures.

Our International Service Committee also thanks the Rotarians who responded to the request to help Lauren gather some goodwill gifts to take to Taiwan. Lauren ended up with a wonderful collection of things and is very grateful to those who helped. Good luck Lauren!



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