



4-Way Today



www.rotarydistrict6460.org

Nigerian Team Visits District 6460



Dare - Rachael - Kafilat - Temilola - Peter



From the Desktop

by Larry Thompson,
6460 District Governor



On Easter Sunday, April 4th, Judy and I met the Group Study Exchange team from Nigeria at Lambert International Airport in St. Louis. In 1997, we hosted a team member from Nigeria and were looking forward to meeting this team. The plane was early, but we were at the airport in time waiting in the corridor for the team when I saw a smiling Peter Adetunji with a Rotary emblem on his shirt leading the team out of the secured area of concourse A. We quickly met the team members and leader Temilola and waited for their luggage. Everything went according to plan in St. Louis, but the team had some difficulty going through customs in Charlotte arriving into the U. S. and, as a result, did not have the time to eat dinner. The team had only eaten “airplane” food during their journey so our first stop was Applebee’s.

Judy and I then left Peter and Dare (pronounced Dar-rey) Sanni with Alton/Godfrey Rotarian John Rain. John was club president when our club hosted the 1997 team from Nigeria. After leaving team leader and Rotarian Temilola Kehinde with President elect Alton/Godfrey Rotarian Roland Hansen and his wife Janet, we went to our home where Rachael Omoniyi and Kafilat Jolaoso soon enjoyed a restful evening.

Many of the District Rotarians will have the opportunity to meet this team of representatives from Nigeria as they travel around District 6460. You will be impressed with their talent, concerns, friendliness, and ability to adapt to our bland foods. This group is interested in returning to their country with ideas and inspiration to improve their communities. They also want to show us the many unique and interesting characteristics of their country and community of Lagos with their presentations.

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Pleasant Hill man lends assistance to Iraqi farmers; been working as ag adviser since Sept. 2008

By Deborah Gertz Husar, Herald-Whig Staff Writer

Scouting corn fields is nothing new for Eric Dolbeare, but what he saw in Iraq was far different than his fields near Pleasant Hill.

Grain had been scattered by hand and covered with dirt by a worn-out cultivator, creating a crop uneven in height and spacing with Marines standing guard on the perimeter.

"Plants still standing were head high, but due to the excessive seeding rate, most had fallen over. On the few plants not barren, ears were about four inches long," Dolbeare said in his latest update sent to The Quincy Herald-Whig. "If Iraqi farmers are going to prosper, they must do better than this."

Dolbeare knew planting hybrid seed would be a key first step to boost yields of corn, which ranks third in acreage behind wheat and barley, and he set out to help.

Helping Iraqi farmers has been the goal for Dolbeare, who headed to the war-torn country in September 2008 to join a provincial reconstruction team already at work in Fallujah and is its only agriculture adviser. He works to help farmers improve infrastructure and adopt modern agriculture practices in the Fertile Crescent, the flat and fertile area between the Tigris and Euphrates rivers.

Some of the Iraqi farmers remembered seeing hybrid corn, known as "hygene" or "American Gene" in Iraq, in their youth, but it stopped being available. The U.N. tried to reintroduce hybrid corn in 2004-05, but it did not grow, Dolbeare said, likely because the seed had not been in climate-controlled storage and excessive heat killed it.

Working with a PRT, a joint effort of the U.S. State Department and the military, Dolbeare can draw on his experience as a seed salesman and district sales

manager for Pioneer Hybrids, in the agricultural chemical industry and on the farm.

With help from a network of associates in Iraq and the U.S., Dolbeare made contact with international sales managers of two major seed companies.

"One of the companies was eager to facilitate this project," Dolbeare said. "The entire string of phone calls went something like this: From Fallujah to Pleasant Hill, Pleasant Plains, St. Louis, Rome, Beirut and finally Baghdad."

With the import and distribution routes identified, a meeting was arranged with a representative of the national distributor.

"We met in the lobby of a hotel and with no body armor, security detail or MRPS (Mine Resistant Ambush Protected vehicles), I felt like I was having a 'normal' business meeting for the first

time since arriving in Iraq," Dolbeare said. "We negotiated a few details and set the wheels in motion to bring hybrid seed corn to Fallujah."

Just as important was building a local distribution network. Dolbeare said Ministry of Ag branch offices were not authorized to distribute the seed, but they encouraged private sector development.

Local ag professionals distributed samples to area farmers and monitored the crop during the growing season and harvest. The hybrid corn yielded 5-7 times what the local Iraqi corn produced, and business arrangements between the importer and local distributors are in place for 2010.

What happens next, Dolbeare said, is up to the Iraqis.

"They will determine if it succeeds or fails," he said. "I think it has a pretty good chance of succeeding."



reprinted from the Quincy Herald-Whig newspaper

IN MEMORIAM



District 6460 has lost 3 Rotarians, two of the Rotary Club of Highland and one member of the Rotary Club of Galesburg. They are Howard W. Robertson and Jim Plocher of Highland and Wilbur F. Pillsbury II.

Howard W. Robertson, age 75, died at 9:25 a.m., on Monday, April 12, 2010, at Faith Care Center in Highland. Howard was a 59 year member of the Highland Rotary Club (joined in 1961), President (1965-1966), a Paul Harris Fellow and hosted three foreign exchange students.

James E. Plocher, 61, died on Sunday, April 18, 2010. Jim joined the Rotary Club of Highland in 1999. He was a financial representative with Northwestern Mutual Financial Network. Among his three grown children is the Rotary Club of Highland 2009-2010 president, Jennifer Whitten.

Wilbur F. Pillsbury II, 89, died on April 1, 2010. He was at Knox College in Galesburg for 49 years, retiring in 1998. While at Knox, he was Professor of Economics and Dean of Students. He was a member of the Galesburg Noon Rotary Club joining in 1982.

Reversing a Membership Freefall

A Series

Jim Henry Zone 34 Regional Rotary International Membership Coordinator 2008 - 11

*"To pursue new and retain existing members by doing the same thing over and over again expecting different results is lunacy."*¹

No club or district deliberately loses members. External forces cause a low percentage of membership loss. Internal issues that are difficult to recognize and resolve, cause clubs' major losses, primarily because they tend to render the clubs ineffective at satisfying member's needs.² Eager to succeed within Rotary's one-year leadership cycle, club leaders often try quick fixes (like membership drives) which generally waste time, effort, and resources that should be used to identify and improve the clubs' ability to satisfy present and future members' reasons for joining.

What are these issues and how do organizations go about overcoming them? The details differ according to time and location, but they fall into



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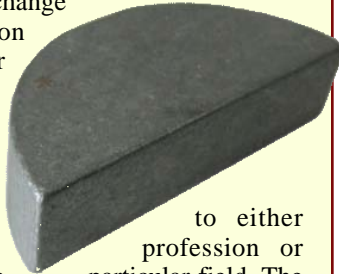
Desktop

The Rotary Foundation program Group Study Exchange began in 1965, and our District 6460 conducted its first exchange with District 270 in Japan in 1968-1970. The first exchanges were arranged over a two year period with the team from 6460 visiting in one year and an inbound team visiting the other year. Our district has had exchanges from five continents and 21 countries.

“The Group Study Exchange (GSE) program of The Rotary Foundation of Rotary International is a unique cultural and vocational exchange opportunity for young business and professional men and women between the ages of 25 and 40 in the initial years of their professional life.” “GSE participants return with new communication and facilitation skills that promote tolerance and collaboration with professional people of other cultures.”

Beginning in the Rotary year of 2013-14, the Rotary Foundation will implement a new plan for District projects and Global projects. There are several changes in the current Foundations programs and one change will be the new emphasis on visiting teams between partner districts.

Global grants may support vocational training teams, which are groups of professionals traveling abroad to learn more about their profession or to teach local professionals about a particular field. The vocational training team:



to either profession or particular field. The

- May build the capacity of either the team itself or a specific benefiting community,
- May be carried out in conjunction with a humanitarian project or scholarship,
- May be multi-vocational but must share a common purpose in support of the selected area of focus,
- Must consist of a minimum of one Rotarian team leader and three non-Rotarian team members with no maximum limit of participants,
- Have no restrictions on participant age or length of time for training,
- Permit one or more teams to travel under each grant.

As you can see, there are some similarities, but with a different emphasis, between the current GSE team and the new vocational training team. With both teams, there will still be the opportunity for cultural understanding and appreciation of the value of all cultures. This new program is part of the future of Rotary and **The Future of Rotary is In Your Hands.**

Please remember you are the **KEY** to the success of your Rotary club.

Interact Heifer Project

At the District Conference, District 6460 was challenged by the Interact students to work on a District wide project. They challenged each Interact club in the District and each sponsoring Rotary Club to fund a Heifer International project by donating \$120 to purchase a goat to be given to provide nutrition and income for a needy family.

In March, the Bushnell-Prairie City Interact club and The Avon Interact club submitted checks to the Rotary Club of Bushnell. The monies, matched by the Bushnell Rotary club, was sent to District Treasurer, Mike Fitzgerald, to be combined with matched money from other Interact clubs in the district to be matched further by Rotary International.

Your Interact Club should have received the challenge and information from World Community Service chair, [Mac McGee](#). Mac will be mailing Heifer Project catalogs to each Interact club. He asks that all funds be sent to the District 6460 treasurer. Please earmark the check as Heifer International Project. He will have a complete list of each Interact Club and Rotary Club that donates, the amount, and what they want to order.

After all clubs have had a chance to contribute, Mac will coordinate the order. Each club will receive recognition for their participation.



Freefall

these categories, usually in this order:

- (1) Lack of leadership agreement on purposes and goals.
- (2) Loss of desire and initiative to make the necessary changes.
- (3) Losing sight of the overall objective.
- (4) Failure to properly educate and communicate with all involved.

To overcome these issues, clubs (and districts) should follow these overall guidelines, each of which, in future articles, will be discussed in more detail:

1. **ESTABLISH PRIORITIES.** To reverse membership decline by making clubs more effective is not a one-person show; it requires the cooperation of many. To attain this cooperation, club (and district) leaders must establish priorities around which they can build a consensus. Only then can clubs become more effective in satisfying their members' needs and further advancing the Object of Rotary.

2. **CREATE A POWERFUL GUIDING COALITION.** At the club level, the board is a logical place to start building a coalition, but it would be a mistake to leave out longtime or new members. The coalition's size will vary according to club size, but improving effectiveness will fail without a dedicated and cooperative coalition. At district level, the coalition should consist of the present and future leaders and select past district governors.

3. **ESTABLISH AN ATTAINABLE VISION.** The coalition must establish goals that are attainable within a reasonable length of time. This will solidify the group because they will have worked together to define the objectives and, most important, will believe they are attainable.

4. **CREATE A SYSTEMATIC STRATEGIC PLAN WITH SHORT-TERM, ATTAINABLE MILESTONES.** Real change takes time, but the vision may become lost in the fog if the coalition does not build in short-term successes. Timely milestones with appropriate celebrations tend to keep the vision in focus while

getting more and more people involved. Success breeds success.

5. **COMMUNICATE.** Failure to communicate is a common, costly oversight. Plan to communicate priorities and dependable, accurate, timely updates to all parties involved. For example, at the club level, if the coalition plans to reach a specified membership retention goal, the membership chairperson should periodically bring members up-to-date where the club stands relative to its goal. Districts must do the same with clubs. At all levels, communications must focus on priorities. Priorities must be headliners, not mid-page articles.

6. **REMOVE OBSTACLES.** Obstacles will arise as any organization proceeds on their path to success. Many try to side step or ignore impediments rather than deal with them. Perhaps the most common obstacle is those who fight the winds of change. Leaders should find a way to recognize and overcome obstacles. Leaders will have to make hard decisions like asking uncooperative individuals to step aside. At the district level, do not waste time on ineffective clubs that will not change, but take care: It is much better to populate communities' effective clubs than to populate communities with ineffective clubs.

7. **DO NOT DECLARE THE MISSION ACCOMPLISHED TOO SOON.** This is perhaps the major reason membership drives seldom accomplish their desired goal. It is important that the club and district continue to refine priorities until the new customs and practices that have made them more effective become operational norms. Only then can the coalition declare victory.

¹Rotanomics- Why the Decline of Rotary Membership in North America, April, 2009 <http://membership33-34.blogspot.com/>

²Why are Effective Clubs Effective? or What Motivates Rotarians, April 2009 <http://membership33-34.blogspot.com/>

The New District Database

District 6460 has been working to place membership information on the Internet to enable the District officers and members the opportunity to view club information by logging on a website. Our District website will be remodeled soon, but it was decided to use a database that is already connected and synchronized with the Rotary International database would be much better than one we would create that would still require double entries.

In the past when members join Rotary, the club secretary completed a form on paper and mailed the form to RI in Evanston where the information was entered into their database. Shortly after RI receives this information, you begin to receive your *Rotarian* magazine. If any changes need to be made, the club secretary is supposed to mail the updates to RI.

Recently, RI improved the [Member Access](https://www.rotary.org/en/selfservice/Pages/login.aspx) (<https://www.rotary.org/en/selfservice/Pages/login.aspx>) area of the website to permit all 1.2 million Rotarians to log in and view the information associated with their name. They also made it possible for all club secretaries to make changes to the club membership online which made the process of updates quicker and more accurate and less expensive.

Now, District 6460 uses the District and Club Database (DACDB) system developed by Mike Thacker and his company Simply the Best, Inc. in North Carolina. The DACDB website is www.dacdb.com. With the new District 6460 online database, each member may log in and make changes to your own record. For example, if you move

addresses, you can make this change at the District database website and your change will also be reflected at RI.

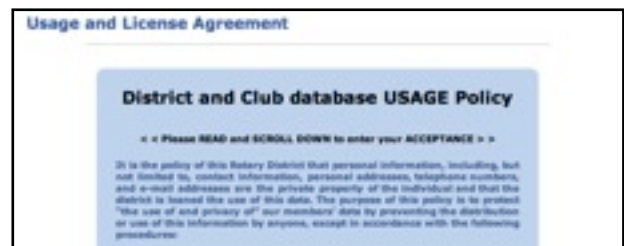
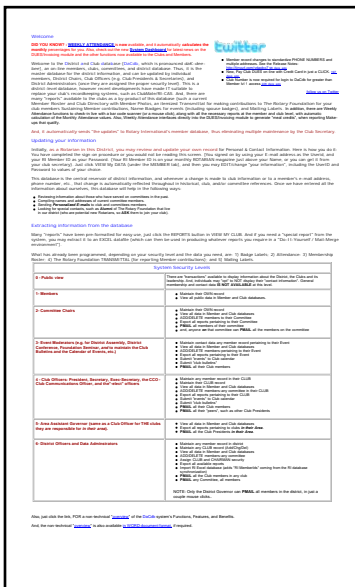
The club secretary now only needs to log into the District site, make entries, then log off and the record is synchronized to the Rotary International website. RI still must need to do something on their end for their data to change, because a change for the Rotary Club of Rushville was made six days ago and the RI site still does not show the update.

All District 6460 members may log into the District Database anytime. Everyone is enabled to make changes to their own record. The club secretary may make changes to all club member records. The club president may make committee assignments and the committee chair then can send a personal email (pmail) to each committee member. District officers and district committee chairs have the same abilities after the District Governor has made the committee assignments.

Please log in and check your own entry. If you are a club officer or district officer, your view and change options may be different than other members as more information is fed into the system. The log in page is <http://www.directory-online.com/Rotary/login.cfm>. The first time you log in, you will need to agree to the user agreement.

Any club that still uses the computer program distributed by Rotary International (RICAS) may submit their data to DACDB instead of entering all updates online. If a club is using Club Runner, you

may continue to maintain your membership data with Club Runner or transfer your data to DACDB. DACDB also develops club websites and helps to manage the website for a fee.



Calendar for Rotary District 6460

2010

WHEN	WHAT	WHERE	WHO
April 10	District Assembly Membership Seminar Foundation Seminar Youth Seminar	Crowne Plaza Hotel, Springfield	Club President Elect, Club Officers, Club Committee Chairs, AGs, District Training Team & all Rotarians
April 16-18	RYLA	Bradley University Peoria	High School Students
May 22	Zone Success Seminar	Missouri Athletic Club, St. Louis, MO	District Foundation Committee, District Membership Committee, DG, DGE, DGN
June 20 – 23	RI Convention	Montreal, Canada	All Rotarians and Spouses
June 26, 4:00 PM	Advisory & Finance Committee	Crowne Plaza Hotel, Springfield	District Advisory and Finance Committee members
June 26	District Governor Installation	Crowne Plaza Hotel, Springfield	All Rotarians and Spouses
July 8-11	Central States Youth Exchange Summer Conference	Grand Rapids, MI	CSYE Outbound, Inbound, Rebound, Parents, DG, DGE
August 24-26	GETS, GNATS District Trainer Training Seminar	Nashville, TN	DGE, DGN, District Trainer and Spouses
August 26-28	Zone Institute	Nashville, TN	PDGs, DG, DGE, DGN and Spouses
October 28, 5:30 PM	Council of Governors	Hilton Hotel, Springfield, IL	PDGs, DG, DGE, DGN, DGD, AGs, Special Guests and Spouses
October 29, 10:00 AM	Advisory & Finance Committee	Hilton Hotel, Springfield, IL	District Advisory and Finance Committee members
October 29-30	District Conference And District Leadership Seminar	Hilton Hotel, Springfield, IL	All Rotarians, Spouses and Guests

2011

January 16 - 23	International Assembly	San Diego, CA	DGE and Spouse
January 29	President's Mid-year Summit, Pre-PETS & Council of Governors Luncheon	Crowne Plaza Hotel, Springfield	Current Club Presidents and Presidents Elect, AG's, District Training Team, PDGs
January 29, 2:00 PM	Advisory & Finance Committee	Crowne Plaza Hotel, Springfield	District Advisory & Finance Committee members
To Be Determined	District Team Training Seminar	To Be Determined	District Leadership Team, AGs, District Officers, District Training Team
March 11-12	Land of Lincoln President Elect Training Seminar	Keller Convention Center, Effingham, IL	Club Presidents Elect, District Training Team, DGE, DGN, DG and PDGs, Spouses
To Be Determined	District Assembly	To Be Determined	Club President Elect, Club Officers, Club Committee Chairs, AGs, District Training Team & all Rotarians
May 21-25, 2011	Rotary International Convention	New Orleans, LA	All Rotarians and spouses
To Be Determined	Advisory & Finance Committee	To Be Determined	District Advisory and Finance Committee members
To Be Determined	District Governor Installation	To Be Determined	All Rotarians, Spouses and Guests



Membership Report for March 2010



Rotary Club of...	Attendance					Membership			Foundation Goals			
	Meetings Held	This Month		Year to Date		Start of Year	Now	Gain/Loss	EREY Goal	EREY Sent	Polio Goal	Polio Sent
#	%	Rank	%	Rank								
Abingdon	4 of 4	59.00	30	72.57	13	26	22	-4	\$1,000	\$100		
Aledo	4 of 4	75.00	12	81.37	2	6	7	1	\$600	\$500	\$120	
Alton-Godfrey	4 of 4	65.50	19	64.09	26	100	95	-5	\$7,500	\$825	\$1,000	\$1,000
Benld	no report		#N/A		#N/A	26	26	0	\$0			
Bethalto	4 of 4	76.00	11	72.83	12	39	37	-2	\$1,950		\$1,000	
Bushnell	4 of 4	70.00	15	70.71	15	24	26	2	\$2,200	\$840	\$1,000	\$1,300
Cambridge	4 of 4	72.00	13	68.09	20	22	22	0	\$350		\$200	
Canton	4 of 4	57.00	36	69.83	17	39	39	0	\$4,500	\$3,402		
Carlinville	no report		#N/A		#N/A	36	42	6	\$3,382	\$900	\$2,000	\$80
Chillicothe	4 of 4	64.00	23	61.83	29	18	19	1	\$1,000		\$500	
Collinsville	4 of 4	68.00	16	61.25	32	25	28	3	\$2,025		\$2,000	
Delavan	3 of 4	77.00	8	69.00	18	13	14	1	\$1,000		\$1,000	\$500
East Alton	4 of 4	78.85	6	68.83	19	32	31	-1	\$0	\$100		
East Peoria	4 of 4	46.67	44	46.57	45	45	45	0	\$1,200	\$300	\$1,000	
Edwardsville	4 of 4	57.72	33	72.56	14	130	127	-3	\$5,016	\$3,050	\$1,000	
Farmington	4 of 4	46.00	45	48.93	43	34	34	0	\$0	\$1,000		
Galesburg	4 of 4	76.95	10	73.06	11	86	86	0	\$8,600	\$13,890	\$2,000	\$1,625
Galesburg Sunrise	4 of 4	65.00	21	73.50	10	38	41	3	\$2,000	\$1,200		\$0
Galva	4 of 4	58.00	31	53.63	40	12	12	0	\$1,000			
Granite City	4 of 4	55.23	38		#N/A	51	52	1	\$0	\$2,000		
Havana	4 of 4	57.60	34	67.51	22	32	33	1	\$1,000	\$460		
Highland	4 of 4	65.22	20	77.09	7	74	75	1	\$3,000	\$1,500	\$1,000	\$1,900
Jacksonville	4 of 4	60.87	27	57.19	38	111	115	4	\$11,600	\$10,159	\$2,000	\$1,646
Jacksonville Sunrise	4 of 4	63.00	26	67.50	23	14	12	-2	\$1,008	\$1,000	\$2,000	\$1,000
Jerseyville	3 of 4	55.00	39	58.00	37	42	43	1	\$2,500	\$3,458		
Kewanee	4 of 4	80.00	3	73.90	9	47	45	-2	\$500	\$120		
Land of Goshen	4 of 4	79.40	5	76.34	8	76	71	-5	\$0	\$100		
Macomb	4 of 4	57.00	36	60.75	33	89	88	-1	\$5,000	\$700	\$1,000	
Macomb Centennial Mor	4 of 4	88.00	1	89.13	1	36	40	4	\$2,850	\$1,912	\$2,000	
Manito-Forest City	4 of 4	67.00	17	58.50	36	27	28	1	\$2,000	\$1,000		\$375
Mason City	4 of 4	48.21	43	62.22	28	14	14	0	\$1,000	\$250	\$100	
Midtown Springfield	no report		#N/A		#N/A	25	25	0	\$2,500	\$80	\$2,000	
Monmouth	4 of 4	57.53	35	56.15	39	78	83	5	\$7,400	\$5,000	\$2,000	\$1,000
Morton	4 of 4	65.91	18	67.09	24	115	121	6	\$11,700	\$8,070	\$1,000	\$20
Pekin	4 of 4	78.00	7	78.75	5	53	50	-3	\$0	\$600		
Peoria	4 of 4	51.00	41	48.43	44	248	250	2	\$0	\$2,150		
Peoria North	4 of 4	60.41	28	58.73	35	181	173	-8	\$18,000	\$11,609		\$271
Peoria Sunrise	4 of 4	80.00	3	77.57	6	9	14	5	\$1,080		\$624	
Petersburg	4 of 4	64.00	23	64.88	25	17	19	2	\$0			\$200
Pittsfield	4 of 4	76.96	9	79.92	3	46	46	0	\$1,200	\$2,080	\$1,200	\$1,200
Quincy	4 of 4	60.37	29	61.36	31	101	111	10	\$3,500	\$100		\$125
Quincy East	4 of 4	54.50	40	61.79	30	22	22	0	\$1,100	\$100	\$250	
Rushville	4 of 4	72.00	13	70.09	16	28	25	-3	\$1,120	\$504	\$1,000	\$3,000
Silver Creek	new club					0	24	24				
Springfield	4 of 4	63.51	25	63.00	27	88	89	1	\$8,100	\$10,325	\$2,000	\$1,000
Springfield South	4 of 4	48.31	42	50.47	42	40	36	-4	\$1,365	\$870	\$2,000	\$618
Springfield Sunrise	4 of 4	85.00	2	78.88	4	27	29	2	\$2,800	\$120	\$2,000	
Springfield Westside	4 of 4	45.72	46	51.04	41	22	21	-1	\$500			
Washington	4 of 4	58.00	31	60.75	33	51	53	2	\$4,050		\$1,000	
Wood River	3 of 4	65.00	21	67.63	21	35	33	-2	\$0	\$250		
				Totals		2550	2593	43	\$138,196	\$90,624	\$35,994	\$16,860