

# THE OPENER



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## **Breakfast Rotary—Jefferson City, MO**

**February, 2002**

Every Wednesday 7:00 am Capital Plaza Hotel Jefferson City, MO

[www.jeffcityrotary.org](http://www.jeffcityrotary.org)



### Jo's Jargon

#### Youth Exchange Program

The District Youth Exchange Coordinator has already made contact with our club to determine our commitment to host a student 2002-2003. The Board has voted to continue this program. If you attended the meeting January 16, 2002, you have witnessed why this is such a worthy program. Max has been an ideal student for us. His performance academically has been outstanding. His two host families this year have been excited about their experiences and indicate a willingness to host a student again. I would encourage all of you to consider hosting Max at your home or including him in your plans for "extra-curricular" activities. I am sure you will find it an enjoyable experience.

It was also a treat to visit with Kel. Kel was our student 4 years ago and is currently on a short-term exchange program to Mexico. This is also a Rotary sponsored program. He should be hired by Rotary to promote the programs. It seemed he just could not say enough good things about his experiences.

We need to start the process of identifying host families for the new student who should arrive sometime in August 2002. If you have any questions about the program, please do not hesitate to contact Kyle Kittrell or myself.

#### Foundation

Treasurer Reg provided the Board with the following update on Foundation giving. Contributions to date - \$3,650 – annual goal \$4,000. I think we will easily surpass our goal. Six members responded to the challenge to become a sustaining member. Thanks to all of you who support this worthy organization.

#### Annual Chicken Dinner

#### South Callaway Rotary Club

The South Callaway Club has advised us of a fund raising event they have planned and have asked for our participation. Saturday, April 27, 2002 they will host an auction in Holts Summit. They are soliciting donated items to auction. They will accept most any kind of items, however, they have asked that we not donate items that are completely unusable. If you have items that you want to donate, they will even come to your house/office to pick them up. Contact Paul Walz at 896-4411 and he will arrange pick up times.

#### Update on Monday Evening Rotary Club

The Monday Evening Club has been officially chartered as a Rotary club. Plans are underway for a "Charter" meeting. Don Alberti has been coordinating with the other Jefferson City area clubs to purchase gifts appropriate for the charter meeting. The gifts include an American flag and a Missouri flag, lectern with Rotary emblem, bell with gavel and a banner. We will announce the date for the charter meeting as soon as we know.



**The famous Breakfast Rotary Club three-legged chicken wants to know - Have you turned in all your money from the annual Chicken Dinner yet?**

### Annual Chicken Dinner

This article is being drafted prior to January 25, 2002. However, I am confident that this event will be successful. Thanks to Larry and Bob for continued hard work, exploring different ways to promote the event and even considering changes we could implement next year to make the event even more successful. Thanks to all of you for selling tickets, providing raffle prizes and volunteering your time to work.

### Membership

And finally don't forget to invite someone to attend our meeting and explore the possibility of him or her becoming a member. Our year to date figures on membership reflects that we have a net decrease in membership. Our goal is to have a net increase in our membership of 5. We need to actively pursue individuals who would contribute to our Rotary activities.

## **Words from Rotary's Founder, Paul Harris**

*.. Submitted by Rotarian Tony Hiesberger*

**"R**otary was born of the spirit of tolerance, goodwill and service, all qualities which characterized New England folks of my boyhood days, and I have tried to interpret, so far as lies within me, that faith to other men."

Paul Harris said in his writings entitled "My Road to Rotary." It seems obvious, this first month of the New Year, that what Paul Harris said is even more relevant to us today. Certainly no time in our 97 years has tolerance been more needed throughout the world. Paul Harris was talking about equality of all "men and nations" during the start of Germany's darkest days and before civilized countries began to address civil rights.

He would remind us that tolerance begins here in our own District and clubs. He said that it is the subtle tolerance of ideas and expression in our own gatherings, and outward in our community where we, as Rotarians, can have an impact. He might remind us that if we are not tolerant individuals, Rotary itself will be an intolerant organization.



Turnbull Law Office, P.C.  
President and Attorney

## Jefferson City Breakfast Rotary Club

Rotarian of the Year  
2001-2002

Reginald Turnbull

**T**he Breakfast Rotary Club has named attorney Reginald H. "Reg" Turnbull as the club's "Rotarian of the Year 2001" for his outstanding service in a variety of areas.

In announcing the honor at a recent presentation at the Capital Plaza Hotel, Rotary Club President Jo Moore, CPA, commended Turnbull for his service to the club, the community and to Rotary International's Foundation. A nominating committee chaired by Rotarian Kyle Kittrell selected Turnbull.

### *The committee cited Turnbull's service in the following areas:*

- For outstanding participation in the capital city's Meals on Wheels program;
- For leading local efforts to involve secondary students in entering Rotary's essay contest on civic participation;
- For being the second Rotarian in the district to sponsor three (3) new members;
- For encouraging members to participate in Rotary International's Paul Harris Fellow endowment program through his club procedures for accounting and reporting;
- For his years of service to on club's board of directors and as an officer.

In the areas of community service, Turnbull serves on the Education Section of the Ethics Committee of the Capital Region Medical Center, on the board of the Missouri End-of-Life Coalition, and teaches a class in elder law for Lincoln University's Learning in Retirement program.

He is married to Anita Turnbull, a nurse with the Missouri Department of Health and Senior Services.

## Creative Approaches: Innovative Clubs Cater to the Lifestyles of Younger Rotarians

Rotary International President Richard D. King and other leaders emphasize that recruiting younger, enthusiastic members is an important component of Rotary's Global Quest, the ambitious membership campaign launched in July. Its goal: One new member per club each month (for a minimum annual net gain of five members) and five new clubs per district each year.

In May 2000, the Rotary International Board of Directors agreed that so-called "new generations clubs" are "important to the future growth of Rotary International" because they help bridge the gap between Rotaract participation and membership in a Rotary club. The board encouraged district governors to actively establish such clubs. Earlier this year, the Rotary International Board also approved a three-year pilot project called New Models for Rotary Clubs, in which 150 existing clubs and 41 new clubs in nine countries will develop constitutions with "substantially different parameters" regarding club leadership, committee structure, membership and attendance. Its purpose is to create clubs that are more attractive to younger professional and business leaders and that "better meet the needs of the 21<sup>st</sup> century." Thirty-five specially trained Rotarians will monitor the project for the Board. The project was authorized by the 2001 Council on Legislation.

Also, in August 2001, President King invited the 12 members of the New Generations Membership Development Committee, representing six countries, to Rotary International World Headquarters to create an action plan to recruit young Rotarians and form new generation clubs. "We know there are young people who are interested in Rotary," he told the group. "We just need to get the message to them." Each committee member had been asked to conduct two focus groups in their district--one for young Rotarians and another for young non-Rotarians--so the committee could identify and discuss recurring issues. Focus group participants were asked about their understanding of Rotary, whether diversity is beneficial to Rotary membership, their views on the role of volunteerism (including Rotary's relevance) and how Rotary can more effectively attract younger members. "Rotary is forever relevant," they wrote. "What is irrelevant is the way in which it is presented."

Rotary International promotional materials also should be revamped to appeal to younger generations, the group concurred. Similarly, Rotary should make better use of technology--including the Rotary International web site, club and district sites and CD-ROMs--to educate members and reach potential members, they said. Another theme focused on tapping Rotary's youth programs, including Interact, Rotary Youth Leadership Awards, Youth Exchange and Rotaract, to increase Rotary club membership. Past Group Study Exchange members and Ambassadorial Scholars also should be viewed as viable potential members. "Anyone who participated in Rotary programs within the past 10 to 15 years is a potential member," the group wrote in a summary of its tentative action plans.

Although the group proposed a number of changes, its focus never shifted from promoting and affirming Rotary's core values--service to community, international service, networking and fellowships--all of these concepts have nothing to do with age.

# M E M B E R S H I P



Bring a Guest  
at your request!