

# THE EYE OPENER



PAGE 2

Breakfast Rotary—Jefferson City, MO

May, 2002

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

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



## Jo's Jargon

### A THOUGHT

District Governor Jerry shared this in one of his Monday Morning Memos and I thought it was worth sharing:

*The higher and steeper the mountain may be, the better your view from the summit. The longer and harder the course of the race, the prouder you feel when you run it. For the greater challenge, the sweeter your joy when finally you overcome it.*

This puts a different perspective on the challenges we face.

### GROUP STUDY EXCHANGE (GSE) TEAM

District 6080 is sponsoring a GSE team from South Korea this year. Steve Stark has done an outstanding job organizing events for their stay in Jefferson City that will be Thursday April 25<sup>th</sup> through Sunday, April 28<sup>th</sup>. Host families have been arranged. You are all invited to attend any of the events scheduled for the team. They will make a presentation at the South Callaway club at noon on Thursday the 25<sup>th</sup> at Rosie's Diner in Holts Summit. The Thursday evening schedule includes a visit to the Summit Lake Winery at Holts Summit at 5:30 p.m. Friday the team will make their presentation to the West Club at noon. They meet at the Elks Club on Ellis Boulevard.

DISTRICT CONFERENCE

Jefferson City Evening Rotary Club Charter Night

April 20, 2002

Well Attended!



District 6080 Public Relations chairman Tony Hiesberger gives the new Rotary Bell to Evening Club President Vic Tomlinson at Charter Night.

Story by  
Murphy Tetley

A big turnout at the official 6080 Charter Night made for a very successful event. Twenty five charter members and six new members were recognized by District 6080 Governor Jerry W. Franklin and inducted into the newest district 6080/Jefferson City club. Governor Jerry in his key note address challenged the new club to increase its membership by fifty per cent this year. He also discussed the diversity and meeting time of the new club as unique and important in the growth of Rotary.

Other comments came from Governor Elect Duane Benton. Fazle Kahn, was master of ceremonies. For more pictures of this event go to [www.jeffcityrotary.org](http://www.jeffcityrotary.org) and select the Evening Rotary Club link.

Want to visit the new club? Need a make up? The new Evening Rotary Club meets at the Episcopal Church on Mondays at 5:30 pm.



## May Programs

May 1  
Stream Team

ward.



### DISTRICT CONFERENCE

The 2001-2002 6080 District Conference will be held May 2-4, 2002 in Warrensburg, MO, the home of District Governor Jerry Franklin. He promises to make this event worthy of attendance and encourages everyone to make plans to attend. Registration forms and schedules are available at our meetings.

### AREA CLUBS ANNUAL GOLF TOURNAMENT

The date has been set for our annual golf tournament. It will be held June 10<sup>th</sup> at Eagle Knoll golf course. District Governor Elect Duane Benton has announced one of his major emphasis projects will be Polio Plus. You may recall that eradication of polio has been a theme of Rotary International for a long,

**May 1**

Stream Team  
Paul Calvert & Sherry Fischer

**May 8**

Homing Pigeons—Rich Callahan

**May 15**

Agape House

**May 29**

Central MO Response Team

**June 5**

Representative Bill Gratz

Please call Mary Fork at (H) 634-4805 or (W) 526-8202 to fill our open dates and upcoming programs!

## The Real Rotarian: Leadership in the 21<sup>st</sup> Century

The world has changed many times over since founder Paul Harris and his three friends first met in 1905. Rotary clubs have moved through the 20<sup>th</sup> century doing small and large humanitarian deeds. As the organization grew and expanded globally, it attained a degree of recognition and prestige that went along with the title of Rotarian.

Today, Rotary is at a crossroads. The challenges Rotary faces today fall into four distinct categories:

1. Membership recruitment, orientation, assimilation and retention.
2. Public image--the fact that we have hid our light under a bushel for so long, and have not "marketed" the Rotary image or concept.
3. Strength and development of the Rotary club.
4. Education and training of Rotary leaders and individual Rotarians.

If we do things right, Rotary is poised to become the most important nonprofit, volunteer organization in history. The opportunities for Rotary's greatness through humanitarian service are endless. Every year, 40,000 children under the age of 5 die from starvation. Illiteracy plagues 1.5 billion people, and one billion people live in poverty. Three billion people--half the population of the earth--live in mud huts and sleep on the streets or dirt floors. There is so much environmental pollution, so much disease that comes from malnutrition. There are so many blind people who could be cured with a simple cataract operation, so many immobile people who could function with dignity if they a wheelchair, so many thirsty children who need clean water. And so much understanding of one another needed for peace to exist.

Who is going to solve these problems of humanity? Rotary is the organization that can change the course of history in the 21<sup>st</sup> century. We have the strength, the volunteers and the resources. Hopefully, we have the will. Vision and commitment determine the course of human lives, and the life of organizations like Rotary.

How can we do this? We Rotarians are unusually successful in our personal and business lives, but when we approach the work of Rotary, we often act like amateurs. We set goals in our clubs that are so low that if we set them in our businesses, we would go bankrupt. We must bring to the work of Rotary the same dedication, competence, motivation, energy and enthusiasm that we bring to our professional success. Rotary also requires a strategic plan, a business plan, and Rotary leaders to work the plan.


If we are to meet our destiny in the 21<sup>st</sup> century, three steps

*Jo's Jargon cont'd from Page 1*

long time. There is now a goal to completely rid the universe of polio by the year 2005. Naturally, funds are needed to advance the cause. The area clubs have agreed to designate Polio Plus as the beneficiary of this year's tournament. Not only is it a worthy cause, but also we wanted to support the incoming District Governor. I am certain there will be opportunities to volunteer to help with the event and as soon as I am made aware of them, I will share them with you.

### CAMP WONDERLAND

Some of you may recall our club presented District Governor Jerry Franklin with a check for \$325 to support the District's major emphasis project. Ryan Burson has made contact with a potential camper who is completing the necessary paperwork that will allow our club to sponsor her as a camper during Rotary Week. She is a Jefferson City resident and suffers from cerebral palsy. Thanks Ryan for your hard work on this project. I am happy to see that we were able to identify an individual to support.



AREA CLUBS  
ANNUAL  
GOLF  
TOURNAMENT

Monday, June 10<sup>th</sup>  
Eagle Knoll

Proceeds Benefit  
Rotary's Polio Plus Program

are necessary. First, a *goal* must be set. How many new members? How much per capita to The Rotary Foundation? What kind of public relations? What community and international service projects? Where does the club want to be at the end of this Rotary year? In five years?

The second step is to devise a business *plan* to reach the goal. How exactly is the club going to reach this goal?

Every Rotarian needs to meet certain club service commitments. The club president

can make assignments to every Rotarian and hold regular assemblies to review and analyze the plan's success.

Third, the club members must *work* the plan. Every week there should be status reports on its progress.

This long-range strategy requires leadership at its best: influencing change and moving the bottom line. Influencing people to a course of action is the core objective of leadership. Speeches, meetings, slogans and seminars may all be important parts of leadership, but true leadership means the bottom line has actually been accomplished. It also requires commitment, which means more than talent, intelligence or natural ability.

-- Excerpted by Tom Marcy from an article by Rotary International President Richard D. King in the March 2002 issue of The Rotarian