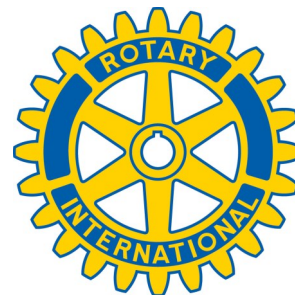




# Rotary District 6080 Newsletter

[WWW.ROTARY6080.ORG](http://WWW.ROTARY6080.ORG)



MARCH 2012

## INSIDE THIS ISSUE:

<a href="#">District Appointments</a>	2
<a href="#">District Appointment</a>	2
<a href="#">District Seminar Photos</a>	3
<a href="#">March Inspiration from Rita</a>	4
<a href="#">District Calendar</a>	5



Rita Esterly  
District Governor

**REMINDER! Do not be late to get your club award!**

**Changemaker Award deadline: March 15**

**Presidential Citation deadline: March 31**

## Rotary and Literacy

March has been Literacy month since 1985 when Rotary declared basic literacy to be a pre-condition to the development of peace. Since then more than half the world's 34,000 Rotary clubs address the full range of literacy challenges for primary, vocational, and adult learners as well as teacher training.

Overseas, Rotary clubs have established many primary schools in including one in remote Brazil for eighty children of workers on a coffee plantation who had no school options. In Afghanistan a year round school was established 30 miles outside of Kabul to teach 200 rural women and children. In Haiti and Sri Lanka Rotary clubs helped rebuild schools that were destroyed by natural disaster.

Many Rotary club members promote what is termed "lighthouse" literacy projects – which utilize the Concentrated Language Encounter method (CLE). In Turkey, nearly 10,000 adults – 95 percent of whom are Kurdish Turkish women – have participated in Rotary's CLE programs, where they acquire basic literacy skills and

vocational training. Similarly, Rotary members in Egypt have managed a CLE program that has provided nearly 5,000 students with basic literacy skills, reproductive health education, and sewing instruction.

In the US Rotary has partnered with the Dollywood Foundation's Imagination Library to promote early childhood reading. The Imagination Library project will be featured at our district conference in October. In addition many Rotary clubs support their local schools with dictionary projects. The highlight of a President's term in my home club of Fayette, is handing out dictionaries to all of our third grade students. The children are extremely excited and grateful to receive these large, hard-backed, fully illustrated dictionaries. Your club can get information about this project from [www.dictionaryproject.org](http://www.dictionaryproject.org), [www.usadictionaryproject.org](http://www.usadictionaryproject.org), [www.dictionaryprojectKC.org](http://www.dictionaryprojectKC.org)

Literacy work is urgently needed. Extensive government studies show that 21% to 23% of adult Americans are not "able to locate information in



**BY AG TERRY FURSTENAU**

text", could not "make low-level inferences using printed materials", and were unable to "integrate easily identifiable pieces of information." That means that they wouldn't be able to read this article. Further, this study showed that 41% to 44% of U.S. adults are in the lowest level on the literacy scale (literacy rate of 35 or below) and are living in poverty. Here are some sobering statistics.

- It is estimated that more than \$2 billion is spent each year on students who repeat a grade because they have reading problems.
- Over one million children drop out of school each year, costing the nation over \$240 billion in lost earnings, forgone tax revenues, and expenditures for social services.
- Low literacy is strongly related to crime. 70% of

**CONTINUED ON PAGE 2**

## Rotary and Literacy - continued

prisoners fall into the lowest two levels of reading proficiency.

- 46% of American adults cannot understand the label on their prescription medicine.
- 50% of American adults are unable to read an 8th grade level book.

- 30% of our children in United States will not finish high school!

So let's get to work. Your club can get recognized for their work in Literacy. Our District Literacy Award is awarded to clubs who complete 5 projects in a year. For more information or if you have questions contact Anita Love, Literacy Chair at [alove202@hotmail.com](mailto:alove202@hotmail.com)



## Steve Dulle Appointed District Community Service Chair

Columbia South Rotarian Steve Dulle has accepted the position of District Community Services Chair for Rotary District 6080 beginning in the 2012-13 year. In that position, Steve will serve as a resource for club Community Service committees in planning, implementing and promoting community service initiatives, which may be devel-

oped to address such issues as human development, community development, environmental protection and partners in service projects.

Steve has had a long and industrious Rotary career. He joined the organization in 1985 while living in Arlington, Texas. He has served as club president, secretary, and treasurer of the Columbia South

Rotary Club where he was named Rotarian of the year in 2003. He has also received Rotary's four Avenues of Service citation.

Steve and his wife of thirty-years, Diane, have three children, Angla, Michael and Caitlin and every member of the Dulle family is a Paul Harris Fellow. Steve is active in his church and his hobbies are golf, biking and hiking.



## Everette Wood named to District Finance Committee

Everette Wood became a Rotarian in 1969 and is currently a member of the Rotary Club of Columbia. He is employed by the United States Department of Agriculture and recently accepted a new job as the Chief of the Price Support Section of the Missouri Farm Service Agency in Columbia, MO. His Rotary Service includes: President of the Sedalia Rotary Club,

member and chairman of the District GSE committee, President of the Show Me Rotary Planning Council 98, team leader of the 92 GSE Team to D1040 in Yorkshire, England, District Governor 94/95, member of the Zone Planning Council, President's Representative to three countries, Regional Rotary Foundation Coordinator 99/01, Rotary International Membership Coordinator

01/04, and Rotary International Membership and Retention Committee 04/05. He has been given the following Rotary Foundation Awards: the Citation for Meritorious Service in 2000 and the Distinguished Service Award in 2005. Everette has served as the District Foundation Chair for many years and will be a valuable addition to the Finance Committee.

# John Caran named Assistant Governor for Lake Area

John Caran, from the Lake Ozark Daybreak club, has agreed to serve as Assistant Governor, directly serving the Camdenton, Lake Ozark, Lake Ozark Daybreak, and Laurie-Sunrise Beach clubs.

While serving as president of the Lake Ozark Daybreak club, John initiated a membership campaign that brought in proactive community members, virtually doubling the size of the club. John says that membership recruitment and local service have always been his passions, and he was pleased when

Lake Ozark Daybreak Rotary led the district in member growth that year.

John currently works for KRCG TV-13, Mid-Missouri's CBS affiliate, where he is responsible for public relations, news content and marketing efforts at the Lake of the Ozarks. Prior to that he was a marketing consultant and media buyer for Anderson Creative Marketing and Design in Lake Ozark – the largest advertising agency in the region, serving over 80 clients annually. John has also served in the radio broadcasting busi-

ness for twenty-six years and was recently appointed to the Missouri Broadcasters Association board.

Caran recently completed a three-year term on the Lake of the Ozarks Convention & Visitors Bureau board and now sits on the Board of Directors of the Lake Area Chamber of Commerce.

John's wife, Jessica, is the leading Marketing Consultant for L.O. Profile magazine, an upper end publication promoting the unique lifestyle at the Lake of the Ozarks.

## Photos from the February 25th District Leadership Seminar



From left to right: District leaders gather in Jefferson City to receive updates and training; Governor Nominee Ken Messer, Governor Elect Mark Pearce, Governor Rita Esterly and Governor Nominee Designate Mike Beahon; Governor Elect Mark Pearce addresses the group.

## David Bixler Appointed District Friendship Exchange Chair

Springfield Metro Club President David Bixler has agreed to serve as Friendship Exchange chair in District 6080 for the 2012-13 year.

For several years David and his wife, Julie, have worked on humanitarian missions in Mexico. Over that time they have developed many close friends – some of whom return the favor by traveling to Missouri to assist in Springfield's annual Rock 'N' Ribs event. I know David is anxious to translate his affec-

tion for international cooperation into an active and vibrant Friendship Exchange program in District 6080.

David is President of Bixler Corporation, a firm specializing in disaster restoration and cleaning services. Over the past three years, he has served as District Communication Officer and has helped to incorporate DACdb into regular club and district operations.

David was a member of the Springfield Southeast Rotary

club for eight years, and moved to the new Springfield Metro Club in March of 2011, where he serves as the club's inaugural President. He is a major donor and member of the Bequest Society, the Paul Harris Society, and has been named District Rotarian of the Year.

David and his wife, Julie, have been married for thirty years and they have three daughters – Meredith, Amanda and Whitney.



# March Inspiration: Embrace Change

By Rita Esterly, District Governor

As I watched the March wind blow the leaves outside my sunroom window and know that the season is beginning to change from the snows of winter to the chaotic wind of spring, I reflect on our own ability to change. Like the wind, we want to be free to change. We do not want to be coerced into change. What makes us hesitate to let go of the old way of doing something and embrace a more effective way?

The answer is that when we do not identify with the change, that is, when it does not come from our own inspiration, then we rebel against it. Yet, we want to grow and only with change will growth be viable. Rotary is a perfect example of this juxtaposition. So how can we handle this paradox? Let's look at some ways to embrace change so that Rotary can thrive in the future.

First, listen carefully and ask questions before you judge. Let's say that your Rotary club president wants to use the fourth week of the month to hold a service project instead of your regular meeting. Your first thought might be: We have always met weekly. Why are we changing? Listen carefully to the reasons. Ask questions. Learn the who, what, where, and how much of the new idea.

Second, try out the change to see how it works. Go to the service project on the fourth week and participate. Get engaged in the new idea. Take a leadership role in it.

Third, see the good things that can come from this change. Are members getting to know each other on a deeper level? Are people in the community benefitting? Is it fun to break routine? Speak positively about what you see happening to your club as a result of the change.

Fourth, new ideas are always subject to problems. Be a problem solver. Perhaps the first time you use the fourth week for a service project, not all members knew and some are irritated that they did not get the word about the change of time/place for the meeting. Help solve that problem for the next month. Volunteer to design a phone tree to call everyone. Make a Facebook page for your club and notify members on the Facebook page. Send a group text to anyone with a cell phone in your club as a reminder.

Fifth, let go of the old way. That was then. This is now. The new ideas that stimulate your club to be more dynamic will attract more people from your community who want to join you. More members mean more people who want to give Service Above Self. More members mean more people to contribute to the foundation so your club has more funds to do more projects in the community and around the world.

There are so many ways that change can benefit Rotary and help Rotary thrive in the future. It is the members who hold on to the old ways that stop a club from becoming dynamic. Let go. There are amazing new ideas to replace the old routine. Have faith. Rotary will still be Rotary even if it looks slightly different. We will still do service. We will still network. We will still eat some meals together. We will still laugh and sing and say the pledge, but perhaps not as often nor as routinely. Be open to the new. If each one of you embraces the change, Rotary will continue to be the BEST SERVICE ORGANIZATION in the world. So as March arrives, embrace the winds of change.

# District 6080 Calendar

## March: Literacy

- RYLA applications due: March 1, 2012
- Matching Grants submission deadline: March 1, 2012
- Student Government Day in Jefferson City: TBA
- **Changemaker Award Forms** submitted to District Governor: March 15, 2011
- Rotary Ambassadorial Scholar applications due to club presidents: March 15, 2012
- Peace Scholar applications due: March 15, 2012
- **President-Elect/Secretary-Elect Training Seminar** in Jefferson City: March 23-24, 2012
- **Presidential Citation Forms** submitted to District Governor: March 31, 2011

## April: Magazine

- Presidents submit endorsed Ambassadorial Scholar applications: April 1, 2012
- Youth Exchange Outbound Second Orientation: April 7, 2012
- Ambassadorial Scholar interviews: April 28, 2012

## May: International Convention

- **Rotary International Convention** in Bangkok, Thailand: May 6-9, 2012
- Group Study Exchange Outbound Team leaves for Italy: May 14, 2012
- Assistant Governor's submit completed Memo's of Club Visit to District Governor: May 15, 2012
- **Rotary Club Leadership Team Retreat** (DGE Mark Pearce): May 19, 2012

## June: Fellowship

- District 6080 Officer Installation: June 25, 2012
- RYLA: June 24-27
- Deadline for contributions to The Rotary Foundation: June 30, 2012
- Youth Exchange Outbound Final Orientation: TBA