



District 6080 Rotarians,

Sensational year! Time flies when you are doing good in the world. I appreciate everyone that came to the District Conference in Springfield. All the feedback was very positive. I know that DGE Jimmy has a wonderful one planned for next year, a three-District "FUN-vention" to be held at Margaritaville in Osage Beach April 19-21. Get it on your calendar now.

By donating to the Rotary Foundation, we transform lives, bring hope to the less fortunate, and build a brighter future for generations to come. Your contributions support essential projects in areas such as clean water and sanitation, education, disease prevention, and peacebuilding. If you have committed to the new District Foundation levels of \$300 or \$600 per year, please let your President know and I'll get you a recognition pin. It is not too late to make this commitment and donate to the Foundation at any monetary level. www.rotary.org/donate.

Rotary focuses on fellowship during June. I'm sure all Rotarians enjoy fellowship year round, but let's take June to enjoy our Rotary friendships, not just with our fellow club members, but with Rotarians around District 6080, as well as Rotarians we meet during our Rotary work.

As I write this final newsletter from down under in Melbourne, Australia, I want all Rotarians in our District to know that anyone can attend a Rotary International Convention. It is a great way to learn more about Rotary, what other clubs are doing in their communities and the world, how to improve the way your club does Rotary and to meet some great Rotarians from around the globe. I have been blessed with being able to attend four of these events and each one holds special memories. The next conventions will be held in Singapore, then Calgary, Taiwan and Hawaii.

I'm looking forward to District Governor-Elect Jimmy Standfast's leadership next year.


John Horton
DG 6080 2022-2023
Springfield Southeast

FELLOWSHIPS MONTH

“Being part of a fellowship is a fun way to make friends around the world, explore a hobby or profession, and enhance your Rotary experience.”

rotary.org

JUNE

Rotary 

Send your news items and photos to District Secretary Mary Ann Beahon at beahon.rotary@gmail.com



**IMAGINE
ROTARY**

Upton Foundation Helps RYE Students Travel Abroad



The Elizabeth J. Upton Foundation held its annual crepes fundraiser in Columbia May 7. Over \$17,000 was raised for scholarships for District 6080 outbound Rotary Youth Exchange students. Each year, the Foundation generously helps students achieve their dreams of a year abroad. As 2023-24 students are getting ready to head out for their exchange year, 2022-23



students are ending their year.

Elizabeth Upton went abroad to Lyon, France, 2013/14, her junior year of high school. The year changed her life and outlook on the world. In honor of her memory and desire to give others the opportunity to live in another country, a 501(c)3 foundation was established to further these international exchanges between high school students.

Scholarship recipients from the Elizabeth J. Upton Foundation this year:

- Grace Lowrance, sponsored by Springfield Sunrise Rotary, going to Germany
- Faith Werner, sponsored by Warrensburg Rotary, going to Switzerland
- Isabela DeSha, sponsored by Jefferson City Rotary, going to Colombia
- Jack Zeitz, sponsored by Jefferson City West Rotary, going to Taiwan
- Augustah Odneal, sponsored by Jefferson City Evening Rotary, going to Germany
- Violet Conway, sponsored by Jefferson City Evening Rotary, going to Spain
- Kennedy Brooks, sponsored by Branson-Hollister Rotary, going to Brazil

Enjoying the crepes event are (left to right, front row): 2023-24 outbound students Gus, going to Germany, sponsored by Jefferson City Evening Rotary; Grace, going to Germany, sponsored by Springfield Sunrise Rotary; and Isabela, going to Colombia, sponsored by Jefferson City Rotary. 2022-23 students returning home are (front row) Romane of France, sponsored by Jefferson City Breakfast Rotary, and Julia of Mexico, sponsored by Jefferson City West Rotary, with Judy Elliott, a member of the Rotary Club of Columbia.



RYE Student Receives World Experience Scholarship



An Outbound Rotary Youth Exchange (RYE) student sponsored by Branson-Hollister Rotary was awarded a \$3,000 scholarship from World Experience Scholarships to help with travel expenses. Kennedy Brooks, a senior in Hollister, will spend the coming school year in Recine, Brazil. The Student Relations Committee deemed her an “excellent candidate” based on financial assets, recommendation letters and her hard work. The mission of World Experience Scholarships aligns with the goals of the Rotary Youth Exchange by striving to strengthen international links of friendship, support, and understanding among nations by providing financial assistance to secondary school exchange students of limited financial means.

Harrisonville Rotary Kicks Off 40th Flag Display Season

Harrisonville Rotary, in cooperation with nearly 100 local businesses, kicked off its 40th year of displaying the American flag on six major holidays, starting with Memorial Day on May 29.

The flag program is the club's main community service project and fundraiser, helping fund a wide variety of local projects. For an annual subscription fee of \$50, Rotarians display Old Glory at businesses throughout Harrisonville. The club provides the mounting brackets and the flags, putting them up before 8 a.m. and taking them down before dusk on Memorial Day, Flag Day, Independence Day, Labor Day, Patriot Day (9/11) and Veterans Day.

"Businesses that support our flag program say this is a great way to show their patriotism while supporting the community service work of Rotary," said Carol Looney, co-chair of the club's flag program, which started in 1984.

Over the years, money raised from the flag program has benefited Harrisonville in many ways, ranging from picnic shelters and playground equipment to scholarships and leadership training for students.



Rotary, Interact Partner to Pack Disaster Hygiene Kits

Columbia South Rotary and the Rock Bridge Interact Club partnered with United Methodist Church members April 29 to pack almost 3,000 Disaster Hygiene Kits for the United Methodist Committee on Relief (UMCOR). Filled with personal hygiene items, the baggies are provided free of charge to give comfort to those in need. The kits can be shipped to anyone across the United States impacted by floods, fires, tornadoes or other natural disasters.

Janet Epperson displays one of the Disaster Hygiene Kits.



Willow Springs Rotary Club Cleans Up Local Park

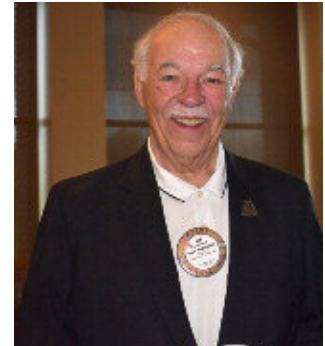


Willow Springs Rotarians got together May 24 to spruce up the Steve Norman Memorial Park. Then it was off to Jason's Mexican Restaurant for a great social time.

Columbia South Rotary Hosts 19 Past Presidents

Columbia South Rotary, which was chartered in 1989, held a Past Presidents Roundtable May 5. The event featured 19 Past Presidents who have wielded the gavel over the years sharing their memories and fun. Past President Joe Weston coordinated and emceed the gathering of Rotarian leaders.

Joe Weston



Nancy Thomas represented her late husband, Tom Thomas, the first South President in 1989. She was joined by charter member Glen Ehrhardt, Scott Maledy and Hal James.



Neil Riley, Shara Runyan, Bill Boston and Dean Gregory



Bob Smith made the trip from Omaha and Curt Kempf came up from the Lake to join Michelle Baumstark and Ron Kelley.



David Nivens, Chris Rigby, Amy Schneider and Robin Calfee

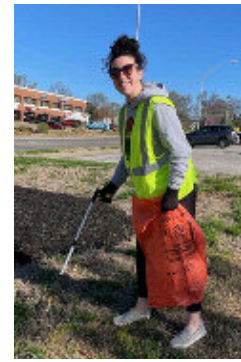


(far left) Immediate Past President Brad Martens, who now serves as an assistant governor.



(left) A crowd enjoys hearing from past presidents of Columbia South Rotary.

Columbia Rotary performs various service projects



The Rotary Club of Columbia is active in the community, performing several service projects each month. On April 8, members picked up trash on Forum Boulevard for Adopt a Spot Litter Clean Up.



On April 26, members volunteered at Welcome Home, an emergency shelter serving Mid-Missouri veterans. It provides transitional shelter, permanent housing, employment assistance, and wrap-around supportive services to at-risk and homeless Veterans, all at no cost to the Veteran.

Rotarians Savannah Chambers, Walt Lantzy, Austin Snipes and Marty Walker cooked and served a delicious dinner of meatloaf, peas, mashed potatoes, gravy, chocolate chip ice cream and cake to the Veterans. The club calls it KP Duty but it's just a great way to say thank you to our Veterans for their service. The Rotary Club of Columbia volunteers at Welcome Home the fourth Thursday of every month.

The Rotary Club of Columbia announced on April 27 that the club is sponsoring eight individuals from two different high schools to RYLA (Rotary Youth Leadership Awards).

The Interact Club of Hickman High School, sponsored by the Rotary Club of Columbia, recently volunteered at Second Chance, a privately-funded organization dedicated to rehoming unwanted animals.



Rotary Clubs Enjoy Socializing in District 6080



Camdenton Rotary recently hosted a Power Of Four social for the four Rotary clubs at the Lake. The event at Ballparks National included Lake Ozark Daybreak Rotary, Lake Ozark Rotary-Noon and Laurie-Sunrise Beach Rotary.



Jefferson City West Rotary held its monthly Rotary Ride April 30. An activity that started last year and involves the other Jeff City Rotary clubs, it usually attracts 10-15 riders who typically ride around 10 miles and then have a social at Last Flight.



Service Projects Abound Around the District



Jefferson City Breakfast Rotary cleans up the roadways.



Springfield Metro Rotary treats the kids to the Safe Store at McGregor School.

Rotary Clubs Collaborate to Raise Funds for Charity



Columbia South Rotarian Greg Eiffert and his wife Terri lead off the Poker Run.

Motorcycles, cars and trucks participated in the Charity Poker Run and Car Show, organized by the Rotary Club of Fulton May 13.

Rotary clubs in five mid-Missouri communities teamed up for the event to raise money for Rotary's charitable causes, including Therapy Paws and K-9s on the Front Line.

Therapy Paws works with children and K-9s on the Front Line works with veterans in crisis.



Lisa Bax of Therapy Paws and Olive lend support for the Poker Run.

Rotary clubs collaborating for the Poker Run were Columbia South, Rocheport, Boonville, Jefferson City Evening and Fulton.

The run began at Head Motor Company in Columbia and continued to Rocheport, Boonville, Jefferson City and Fulton. The car show was held at the last stop, Ohana Pizzeria in Fulton.



Rita Esterly (right), of Jefferson City West Rotary, checks in with Stephanie Vollmer



Columbia South Rotarians



Rocheport Rotarians



Fulton Rotarian Bob Sterner with Boonville Rotarians



Jacque Cowherd, of Fulton Rotary, with Jefferson City Evening Rotarians



Participants prepare to leave the stop in Rocheport.

Hollister Rotary's 'Reading with Rotary' Marks 10th Year



Hollister Rotary recently celebrated its 10th year of "Reading with Rotary," a project for kindergarten and first grade students at Hollister Early Childhood Center. Rotarians teach the children boat safety and read "Josh the Otter." All kindergartners receive a copy of the book.

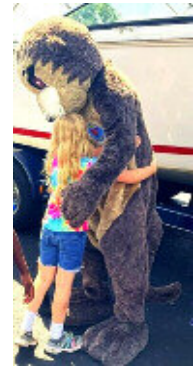
Left: John Hagey, Hollister Rotary youth services chair, talks to some of the children while Rotarian Kyle David as Josh the Otter looks on.



Hollister Rotary youth services chair, John Hagey, speaks to kindergarten and first graders at Hollister Early Childhood Center during the annual "Reading with Rotary" project.



Laurie Hayes, past president of Hollister Rotary, fits a life jacket on the student while John Hagey, explains how a life jacket should fit.



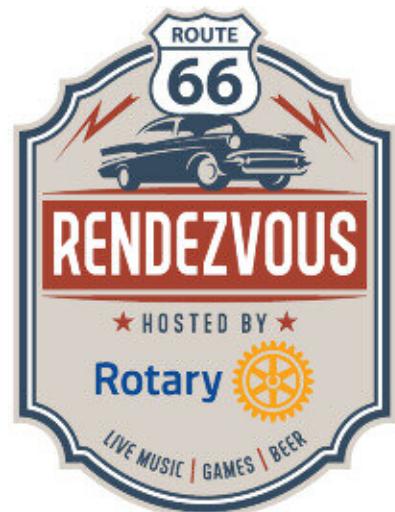
Rotarian Kyle David gets a hug as Josh the Otter.

Springfield Rotary Clubs to Host Classic Car Show

The Rotary Clubs of Springfield are asking all District 6080 Rotarians who own classic model cars to display them in the Rotary Rendezvous area of this year's Birthplace of Route 66 Festival to be held in downtown Springfield Aug. 10-12.

You may register [online](#) or print a copy of the registration form to mail. Either way, make sure to indicate that you wish to display your car in the Rotary show area. Your participation in this popular event will bring attention to Rotary and our mission of providing service to others.

For more information, contact Lisa Bakerink, 417-763-0415 or lbakerink@springfieldmo.gov.



Tips to Use the Brand Center to Tell Rotary's Story

By Peter Roaf, Ladner Rotary Club, British Columbia, Canada

As the interim public image chair for District 5040, I've spent a lot of time thinking about how we tell our community about Rotary and share our excitement about our organization to motivate others to join us in the work we do. Growing our organization requires three things: attracting and retaining members, supporting The Rotary Foundation, and strengthening our brand.

Many of us know the importance of membership. And we understand how our gifts to the Foundation drive life-changing, sustainable projects. But strengthening and supporting Rotary's public image may be harder for us because we're less familiar with how to do it. Fortunately, Rotary's [Brand Center](#) is a valuable resource that I often turn to for guidance.

Rotary's public image is what people think and feel when they see our logo and hear our name. The experience they have at our club meetings or when they participate in our programs contributes to this impression. The stories we tell and images we share also help shape how they feel about us and our brand.

How do we talk about Rotary?

The Four-Way Test guides our speech and actions as we work in fellowship and service alongside people in our communities. But how do we know what to say to non-members to encourage them to join our clubs or projects? We can start by listening to what's important to members of our communities. Then we can use the "[Voice and messaging](#)" section of the Brand Center to share information about Rotary, our programs, and whatever else you've learned is important to your audience, whether they're prospective members, sponsors, or potential project partners.

How do we tell our story?

The purpose of club publicity is to influence people to join us in creating lasting change in our communities and around the world. We first seek to make them aware of our causes, then move them to a deeper understanding of why we're committed to those causes. Finally, we want to motivate them to take action, such as speaking in favor of our cause, helping implement it, or funding it. It might even be joining our club to work with us to advance our cause.

One of the best ways to motivate people is through storytelling, a powerful medium for connection. There are so many Rotary stories to share, and the Brand Center can help guide you with tips on building awareness and understanding of Rotary. When you're telling a story about your club project, the most important elements to communicate are the **need** you're filling, the **benefit** you're providing, and your project's **impact**. These details will resonate with people and entice them to join or give.

The "[Promote Rotary](#)" section of the Brand Center provides tips on the avenues available to communicate your stories and when to use them. You'll find guidance for building strong website content, sharing compelling social media messages, crafting effective press releases, and how, when, and where to advertise.

I've found it wise to rely on members with expertise in each type of communication. Do you have club members who are familiar with social media marketing or building a website? Make use of them and point them to the appropriate Brand Center resources.

How do we look?

Many of us take care when dressing for a special occasion because how we look is important to us. Looks are no less important for our organization. First impressions are critical, and a good appearance shows we care. What does your club or project look like to your community members? Can they readily see you're part of a trusted organization with more than a hundred years of service above self? Will they connect those impressions with other Rotary clubs they come in contact with?



This all adds up to visual identity, and the “[Brand elements](#)” section in the Brand Center can ensure you’re using the correct logo and design elements for your club and district communications. The Brand Center has templates to create logos for Rotary, Rotaract, and Interact clubs, as well as creating “logo lockups” that incorporate a partner organization’s or sponsor’s logo. Remember, creating your logo correctly is like wearing the right clothing. Impressions matter. Show that we’re People of Action



People of Action ad example

While many people recognize the Rotary name, not all know who we are or what we do. As people of action, we can change that through our communications. Visit the “[People of Action](#)” section in the Brand Center to find ideas to show prospective members and supporters how we channel our skills and expertise to solve community problems.

You’ll find messaging tips, ready-made People of Action ads, and templates to customize with your own images to create great content for your website, social media posts, advertisements and presentations.

So visit the [Brand Center](#) today to see all the ways you can support and promote Rotary in your community and beyond.