



# District Update

News for Rotary District 6740



**Robert Ryan (Patty)  
Governor**

## “Riders Up”

On July 1<sup>st</sup>, our incoming Club Presidents and the rest of our District Leadership Team received their “Call to the Post” for the new Rotary Year 2010-2011. With the assistance of their Presidents Elect and Assistant Governor Training, our 42 Club Presidents and 10 Assistant Governors went “riders up” to serve our Club members.

As Paul Harris said, “To a Rotarian opportunity for service is always at hand.” With the upcoming World Equestrian Games, our Kentucky Rotarians have the once in a lifetime opportunity to participate in a real and meaningful way to help cover the last push of Polio eradication. These Games are comprised of the world championships for eight equestrian disciplines and will be held at the Kentucky Horse Park, September 25 through October 10, 2010. This is the first World Equestrian Games to be held outside of Europe and the first in North America.

Based on projections, Rotarians have the opportunity to staff the public concessions for the Games and earn upwards of \$300,000 to \$400,000 for the Rotary Foundation, including for Polio Plus. With preparations well underway to meet our three hundred plus per day volunteer quota, Rotarians from far and wide are looking into their Rotary Hearts and saddling up to sell and deliver food and beverages during the Games.

While each of us may not be able to participate personally in the vaccinations, the upcoming World Equestrian games provides our combined Kentucky District Rotarians with the opportunity to say for years to come that they experienced this historic event for our Commonwealth while making it possible for countless children to be spared the horrors of polio. It will be a proud chapter in our Rotary lives. I hope that each will answer the call.

There is no better place than the starting gate to commence preparations to cross the finish line with the Presidential Citation. One of our District goals will be to increase our Club memberships. The upcoming Games present our Clubs with a wonderful opportunity to ask prospective members to participate and see Rotary in Action!

Upon behalf of the little children that will be able to be vaccinated through our collective efforts, I thank you for all the assistance that you, your Club members, our Rotary families and friends are willing to provide to help make our Rotary dream become reality.

In closing, I would like to thank PDG Dennis McEvoy for his year of service and look forward to the opportunity to serve as your District Governor. I urge each Club President and his/her Club leadership to fulfill Rotary International President, Ray Klinginsmith’s request to be “Bigger, Better and Bolder” in this New Rotary Year.



**RI President Ray Klingensmith is coming to our district for WEG and Reception on September 25th !**

Because of our Rotary-WEG project to raise funds for PolioPlus, Rotary International and the eyes of Rotary all over the globe are watching us here in Central Kentucky. This is such an important effort, that RI President Ray Klingensmith will be visiting us here in Lexington for the opening ceremonies and to visit with many of the volunteers. It has been nearly 60 years since a sitting RI President has visited this district. This is a unique opportunity to meet President Ray and enjoy a bit of history.

*All Rotarians and families are invited  
to attend a reception  
in honor of RI President Ray Klingensmith's  
Visit to Lexington and the  
World Equestrian Games*

*Date: September 25, 2010*

*Time: 4:00 - 5:30 p.m.*

*Where: Fasig Tipton Dining Facility*

*Newtown Pike*

*Lexington, KY*

*Cost: \$15.00 Per Person*

From here President Ray will attend the opening ceremonies at the games.



## Rotary Institute Center Stage in Nashville August 26-29, 2010

### **The Rotary Zones 30-31 Institute is coming to Nashville!**

By now everyone should have registration forms in the mail.

You can complete your registration forms online at

[www.rizones30-31.org](http://www.rizones30-31.org) or mail them into PDG Ed Hardesty.

Don't forget even if you pre-registered in Tulsa, you still must complete your registration form and send in your registration fee of \$295.

**We encourage everyone to make hotel reservations as early as possible.**

The Institute Planning Committee has lined up an outstanding program that is sure to entertain and inform. First we have Kaylan Banerjee, RIPE 2011-2012. Kaylan is a member of the Rotary Club of Vapi, Gujarat, India. We look forward to hearing his vision for Rotary as he empowers us to lead our clubs and districts into action. Second, Trustee and PRIP Bill Boyd, from Auckland, Australia will address us on current Foundation thinking.

Dr. Kent Keith, CEO of the Greenleaf Center for Servant Leadership, The President of The Dollywood Foundation, David Dotson, and Dr. William "Bill" Ferris, who received the 2010 Zone 31 Global Alumni Service to Humanity Award, will all be making an appearance during the Institute.

Despite the recent, devastating flooding in Nashville, the show will go on! Our hearts go out to the city and everyone that has been affected. Now more than ever they need our support. We look forward to seeing you Center Stage in Nashville!



## Rotary Saddles Up for FEI World Equestrian Games

For the first time, the world's largest and most spectacular equestrian event is coming to North America and Rotarians will play a huge role behind the scenes.

From **September 25- October 10, 2010**, the Federation Equestre International (FEI) Alltech World Equestrian Games (WEG) will be held at the Kentucky Horse Park in Lexington, Kentucky. Like the Olympics, the Games are held every four years and are the most prestigious equestrian competition in the world.

**Rotarians from Kentucky, surrounding states and around the world have a once-in-a-lifetime opportunity to be part of this world class sporting event and support our Rotary mission at the same time.**

Kentucky Rotary forged a unique relationship with the concessionaires for the WEG. Through it, Rotarians will be a primary work force serving food and cashiering at the Games concession sites. The money they earn will go to the Rotary Foundation Annual Programs Fund and to Polio Plus. Estimates are as much as \$300,000-\$400,000 for Rotary earnings.

"Every eight-hour shift can "earn" enough money to supply 66 people with the polio vaccine," said Robert Ryan, 6740 District Governor. "We think that's a powerful reason to volunteer."

And what a great way to earn money. Rotary volunteers will be surrounded by the beauty of the Kentucky Horse Park in the heart of Thoroughbred horse country, and will experience the pageantry and sophistication the Games.

The World Equestrian Games are comprised of the world championships for eight equestrian sports. Every four years, the Games are held two years prior to the Olympic Games, and are governed by the FEI. The concept of a World Equestrian Games, at which all the FEI disciplines would decide their World Championships at one time and place was first proposed to the FEI in 1983. Since 1990, the Games have been held in Stockholm, Sweden; The Hague, Netherlands; Rome, Italy; Jerez, Spain; and Aachen, Germany.

**Rotarians can learn more and volunteer online at [www.rotary-weg.org](http://www.rotary-weg.org)**

## **Membership and Extension Month**

August is Membership and Extension Month. The success of Rotary depends on the commitment and hard work of its club members, and the same applies to Rotary's youth and young adult programs: Interact, Rotaract, and RYLA. Successful programs retain their current participants and stay connected to alumni while seeking out new and creative ways to grow. When reviewing your membership and extension activities, ask yourself the following questions:

How do you recruit new club members or program participants?

Has your Interact or Rotaract club developed a membership strategy or membership goals for the new Rotary year?

How can your Interact or Rotaract club keep members engaged and motivated all year long? What is the average meeting attendance throughout the year? How can you improve this?

How can you better stay in touch with RYLA program alumni? Do alumni get involved in supporting future RYLA programs?

How do you select your club projects or fundraisers? How can you better leverage the interests of club members when developing these service activities?

What kind of presence does your club or RYLA program have in your community? On your campus?

If your club has a membership plan in place – or any specific strategy that you have found effective – and you'd like to share it with others, please e-mail it to [ryla@rotary.org](mailto:ryla@rotary.org).

## **2010-11 Presidential Citation for Interact and Rotaract Clubs**

The 2010-11 Presidential Citation provides an opportunity for Interactors and Rotaractors to conduct projects related to the Avenues of Service. To receive the citation, Interact and Rotaract clubs must score at least 30 out of a possible 50 points, as listed on the certification forms. Sponsor Rotary club presidents must sign the Interact certification form or Rotaract certification form and return it to the district governor for endorsement by 31 March.

**Dear Rotary Club Leader:**

**Please review the important announcement from the IRS below pertaining to the tax reporting requirements for Rotary clubs. If you have any questions about this matter please direct them to the IRS.**

**Best regards,**

**Darwin Sampedro, Coordinator  
Club and District Support**

**IRS Offers One-Time Special Filing Relief Program for Small Charities;  
Oct. 15 Due Date to Preserve Tax-Exempt Status  
Video: Small Tax Exempt Org Revised Filing Deadline  
IR-2010-87, July 26, 2010**

WASHINGTON — Small nonprofit organizations at risk of losing their tax-exempt status because they failed to file required returns for 2007, 2008 and 2009 can preserve their status by filing returns by Oct. 15, 2010, under a one-time relief program, the Internal Revenue Service announced today. The IRS today posted on a special page of IRS.gov the names and last-known addresses of these at-risk organizations, along with guidance about how to come back into compliance. The organizations on the list have return due dates between May 17 and Oct. 15, 2010, but the IRS has no record that they filed the required returns for any of the past three years. “We are doing everything we can to help organizations comply with the law and keep their valuable tax exemption,” IRS Commissioner Doug Shulman said. “So if you do not have your filings up to date, now’s the time to take action and get back on track.”

Two types of relief are available for small exempt organizations – a filing extension for the smallest organizations required to file Form 990-N, Electronic Notice (e-Postcard), and a voluntary compliance program (VCP) for small organizations eligible to file Form 990-EZ, Short Form Return of Organization Exempt From Income Tax.

Small organizations required to file Form 990-N simply need to go to the IRS website, supply the eight information items called for on the form, and electronically file it by Oct. 15. That will bring them back into compliance. Under the VCP, tax-exempt organizations eligible to file Form 990-EZ must file their delinquent annual information returns by October 15 and pay a compliance fee. Details about the VCP are on the IRS website, along with frequently asked questions.

The relief announced today is not available to larger organizations required to file the Form 990 or to private foundations that file the Form 990-PF.

The IRS will keep today’s list of at-risk organizations on IRS.gov until Oct. 15, 2010. Organizations that have not filed the required information returns by that date will have their tax-exempt status revoked, and the IRS will publish a list of these revoked organizations in early 2011. Donors who contribute to at-risk organizations are protected until the final revocation list is published.

The Pension Protection Act of 2006 made two important changes affecting tax-exempt organizations, effective the beginning of 2007. First, it mandated that all tax-exempt organizations, other than churches and church-related organizations, must file an annual return with the IRS. The Form 990-N was created for small tax-exempt organizations that had not previously had a filing requirement. Second, the law also required that any tax-exempt organization that fails to file for three consecutive years automatically loses its federal tax-exempt status. The IRS conducted an extensive outreach effort about this new legal requirement but, even so, many organizations have not filed returns on time. If an organization loses its exemption, it will have to reapply with the IRS to regain its tax-exempt status. Any income received between the revocation date and renewed exemption may be taxable.



## Mark Your Calendars for the **Rotary International Convention** May 21-29, 2011

New Orleans is home to a variety of art styles and communities, boasting over one hundred galleries. A large number of these are clustered around the Contemporary Arts Center, in the warehouse district – and close to the Convention

Center, where the Rotary International Convention will be held May 21-29, 2011.

While immersed in a world of European, African, Asian and American art, New Orleans has developed an unusual art style of its own. Sometimes referred to as “swamp art”, you’ll spot it in galleries and French Quarter shops. And quirky (and award-winning) Louisiana art is epitomized in the “Blue Dog” series of George Rodrigue.

The Ogden Museum of Southern Art has five floors of old – and new art from the southern culture.

The National World War II Museum is close by, providing historical photos, films and first-hand stories of the war fronts and the families left at home.

The New Orleans Museum of Art (NOMA) in City Park has visiting collections and a permanent collection that rivals any museum of its size.

Newcomb College Art has a special place in Americana, with outstanding art pottery from the early Women’s College.

Local areas, such as Faubourg Marigny, Central City and Magazine Street provide miles of art galleries, glassmaking studios and performing arts presentations.

And tops on the list of art areas is Royal St, right in the heart of the French Quarter – and just a short walk from any of the area hotels and the Convention Center.

You’ll find beautiful art on buildings, street corners, in city parks and in public gardens.



Jackson Square Art photo -- Courtesy of the New Orleans Convention and Visitors Bureau



Audubon Park photo -- Photographer Jack Edwards, New Orleans Convention and Visitors Bureau website.

## **DaCdb (DakDeeBee) District and Club Data Base**

Let's take it to light speed! DaCdb is the software that has been adopted by the entire district, through which we can communicate, maintain member, club, and district data, and provide efficient and timely mandatory reporting from the clubs clear up to Rotary International. Additionally, we can send emails through the program to every member in the district or directly to the leadership groups. Attendance can be reported with very little typing and no paper. If clubs wish to purchase optional modules, they can enjoy weekly attendance monitoring, invoicing, and even a website through DaCdb. Of course, they don't have to buy anything to enjoy all the benefits of the standard package, since the district has purchased it for all the clubs to use.

It is ready and waiting for you to use right now. That's right. The data from RI has already been loaded. Each member will need to go in and get his or her data correct. Clubs need to get their data correct, and the district completes the tasks. Club Secretaries can enjoy the benefit of monthly attendance reporting for July. All they have to do is go into the program and enter the numbers. Once they are entered, the District Secretary, Carol Wilcher will be able to consolidate the numbers and pass them on to RI.

I am already using the "PMail" (Personal Email) functions in DaCdb to communicate with the club Presidents and Secretaries for other activities.

What needs to be done? Get your data correct. I have sent several emails to club officers and Assistant Governors to get their data correct and encourage others in their clubs to do the same. Don't be the last member to get your information entered. Be the first. If nothing else, get your emails entered, so communication can be established immediately.

DaCdb will add a new dimension of efficiency to club operations. Please use it. Your club leadership will be providing guidance for your club to get the information up to date.

Dean Hammond  
Aide to DG Robert Ryan  
dean@aften.com

## **District Governor Visits**

Winchester on 7/30;  
Florence, Kenton County, Campbell County and Covington (combined) on 8/9  
Lexington Sunrise on 8/10;  
Ashland on 8/16;  
Lexington on 8/19;  
Pineville and Middlesboro (combined) on 9/20 (both boards meet at 11:00  
Pikeville on 11/17.