



# District Update

News for Rotary District 6740



June, 2011



**Robert Ryan (Patty)  
Governor**

## Winners

Crossing the finish line as winners, our District Rotarians are riding high in the irons. In a full out sprint to the finish line, during the last months of my District Governor year, I have been pleased to attend the very successful Pikeville International Dinner, the Lexington Rotary Club's inaugural "Dancing with the Stars" to benefit Surgery on Sunday, Rotary International Past President (2001-2002), Richard King's visit to Lexington and my final official club visit with the Fleming County Rotary Club.

During the last weeks of June, our four northern Kentucky Clubs are co-hosting a Shelter Box reception with the Cincinnati Rotary Club, the Falmouth Rotary Club is holding an anniversary celebration and many of our Clubs have scheduled officer installation dinners.

I recently attended the 102nd Rotary Convention in New Orleans, Louisiana, hosted by RI President Ray Klingensmith. Welcomed to the "Let the Good Times Roll Again!" Convention, attendees enjoyed wonderful entertainment by the likes of the "singing cowboy poet", Michael Martin Murphy, who wrote and recorded "Cowboy Logic", Ronnie Kole, an internationally renowned jazz pianist, Irvin Mayfield, New Orleans trumpeter, bandleader and composer and the renowned Preservation Hall Band. In addition to enthralling speakers like Michael McQueen and Bill Gates, Rotarians were treated to workshops designed to support and strengthen clubs, focus and increase humanitarian service and enhance public image and awareness. I hope that each of our District Rotarians will be able to experience the internationality of Rotary during a future Rotary International Convention.

Drawing on our World Equestrian Games volunteer success, our District Rotary Foundation giving to Polo Plus and the Annual and

Permanent Funds is among the very best giving years ever, exemplifying the Foundation motto "Doing Good In The World".

In closing, I sincerely appreciated the opportunity to serve as your District Governor and the true Service Above Self of many of our District Rotarians who stepped up to help make my District Governor year a wonderful and memorable experience, including the members of my District Leadership Team – my Assistant Governors, District Coordinators and Club Presidents. In addition, I owe a debt of gratitude to our Rotary –WEG Committee members and volunteers who helped make our Dream Become Realty. And last but not least, my District Governor Aide, Dean Hammond, without whose tireless dedication and assistance many of our District's successes would not have been achievable.

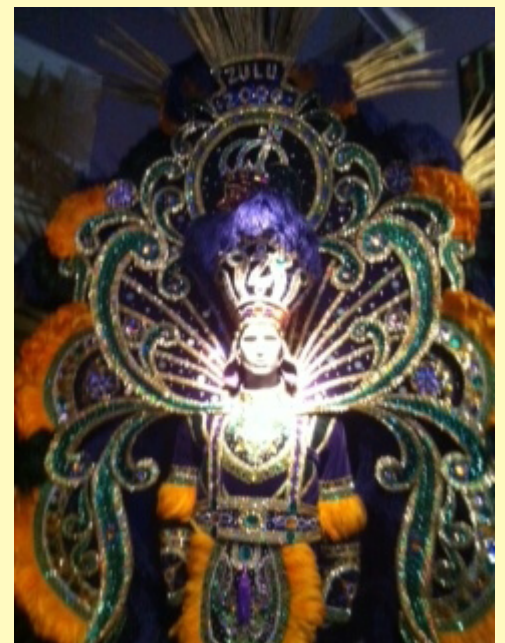
**- Robert Ryan, DG**

Keep us up to date  
with events and news  
from your club!

Please send articles  
and pictures for  
District Update  
to  
Dan McLemore  
email:pipit@aol.com

# Rotary International Convention in New Orleans.

DG Robert Ryan attended. Here are just a few photos of the cityscape.  
Enjoy!



## SIGN UP FOR THE RLI INSTITUTE

The Rotary Leadership Institute (RLI) is a series of fast-paced, interactive, one-day courses offered to refine a Rotarian's leadership skills and increase their base of knowledge in Rotary.

Courses are fun, topical, interactive and geared toward busy business and professional Rotarians who want to be more effective leaders in their vocations and their clubs. It is recommended that clubs nominate 2 Rotarians each year to begin RLI and support prior attendees' continuation of the Parts II and III.

Rotary clubs need a constant influx of new leadership as club officers, board and committee leaders change every year. It is difficult at the club level to learn enough about the exciting world of Rotary with its 1.2 million members in 166 countries. Furthermore, leadership skills in a voluntary organization are often different from business leadership skills. It is important that club leaders have every opportunity for education because the success or failure of our clubs depends in large part on the quality of their leaders. This is an outstanding opportunity for each club to improve the Rotary knowledge of its key people, who will also be exposed to new ideas of leadership. Just the interaction with other Rotarians makes the courses worthwhile.

**WE NOW HAVE THE ABILITY FOR ATTENDEES TO REGISTER ONLINE:**

[www.rli-hoa.com](http://www.rli-hoa.com)

P.S. We're encouraging you to recruit a future leader to represent your club at RLI and have them register by **August 19, 2011!!!**

### **PART I Topics**

Topic	Content
Leadership / Characteristics	Leadership and group dynamics, motivating volunteers, developing your own leadership style
Rotary Beyond the Club	The purpose of Rotary International and the layers above the club level and how they can help your club
Membership Retention	Effective keeping and involving quality members of our clubs
The Rotary Foundation I	Goals, programs and financing of the Rotary Foundation and what the Rotary Foundation brings to clubs
Leadership / Team Building	Effective modes of action in Rotary Clubs and effective use of committees as a tool of leadership
Service Projects	Planning, execution and creativity required for an effective service project which meets community needs

(continued on pg. 4)

## **PART II Topics**

Topic	Content
Leadership / Goals	Setting goals that are adopted by all club members
Vocational Service	Understanding Vocational Service and its ethical underpinnings
Membership Recruitment	Effective recruiting models, creative approaches
The Rotary Foundation / SHARE	How the dollars contributed are apportioned and spent
Leadership / Communication Skills	A practical session on aspects of effective human communication, public speaking and oral communication skills in leadership roles
Analyzing a Rotary Club	A detailed checklist to help a club member assess their club and adopt best practices from other clubs

## **PART III Topics**

Topic	Content
International Service	A case study driven examination of World Community Service
Effective Leadership Strategies	(Double-Session) A results-oriented session employing advanced leadership strategies for consensus building and promotion of action initiatives, applicable to civic or business settings.
Rotary Opportunities	Interactive discussion of RI recreational, vocational and service opportunities
Leadership / Public Relations	Getting media coverage of your Rotary club activities
Making a Difference	

The next RLI will take place on Saturday, August 27, 2011 in Lexington at the Four Points Sheraton on Stanton Way off Newtown Pike near Exit 115 of I75 / I64. For more information or if you have any questions about registration contact Jack McAllister at [mrjackmac@insightbb.com](mailto:mrjackmac@insightbb.com) or 859-806-8096.

**District and Club Database**  
**DaCdb (DakDeeBee)**  
**Use it. It's Free!**

It has been a great kickoff year for DaCdb. Many clubs have embraced this fantastic tool and used it for their attendance reports and many other tasks, not the least of which is the email function called "Pmail", which is the internal communication capability of DaCdb. Some clubs have gone all the way and purchased the accounting option to bill members for dues and receive their payments.

The district has purchased this for your club, and it is a wasted tool, if you do not use it to its maximum. The data value alone is priceless. With DaCdb, all club data is stored and safeguarded, so that it ready to use at all times. What does that mean to you? It means that on July 1<sup>st</sup> Presidents-Elect become Presidents and Secretaries-Elect become Secretaries. All access security levels are synchronized and are ready for use by the new officers. But, the big thing is, all the data is still there and ready for immediate communication. The new President can send a "Pmail" to the entire club on the first day without any other actions. Well, that is if the previous Secretary and President have the data current. If not, the new officers have to get the data correct and then they are ready to communicate.

If the data is maintained properly, it makes a seamless transition between leadership teams. That is the greatest value. The new officers don't have to spend hours building email lists or mailing lists, to establish communications. It is inherent with the software.

It has been my pleasure to work with you this year and help you with your DaCdb transition.

John Adams, our DGE has appointed Debbie Wall, from the Kenton County club to be the District Communications Officer (DCO), and she will be assuming the DaCdb responsibility as of July 1<sup>st</sup>, 2011. Her email is [standeb@insightbb.com](mailto:standeb@insightbb.com). I am sure she will be sending out a message to all of you very soon. There are some changes in DaCdb, that need to be addressed immediately, and she will be coordinating that transition.

Please get your data correct for your clubs. Just login and edit the information. Be sure to identify your incoming officers, so they will be automatically slotted in July. This is how you login.

Call up your browser and enter the following internet address:

<http://www.directory-online.com/Rotary/login.cfm>

You will be presented with the following fields. Enter the applicable data into each.

**User ID:** Email Address

**Password:** Your Rotary Number (From the label on your Rotarian Magazine)

**Club Number:** Your Club Number (Only for Club and District Officers)

**Click Login**

Dean C. Hammond Jr.  
Aide to DG Robert Ryan  
859-227-2879 (Cell)  
[dean@aften.com](mailto:dean@aften.com)

## **POWERFUL TORNADOES DEVASTATE SOUTHERN U.S.**

**By Ryan Hyland**

**Rotary International News -- 6 May 2011**

In response to the deadly storms and tornadoes that swept across seven southern U.S. states on 27 April, The Rotary Foundation has established a disaster recovery fund to support long-term club and district projects in affected areas.

Clubs and districts can donate cash and District Designated Fund (DDF) allocations to the Rotary Southern United States Tornado Disaster Recovery Fund. The deadline for contributing is 31 December.

At least 350 people were killed in the storms, which razed towns and caused between \$2 billion and \$5 billion in damages. Hundreds of thousands were left without power for several days. The hardest-hit state was Alabama, with 250 deaths.

While tornadoes are common in the U.S. South, they are rarely this devastating, says Past RI President Glenn E. Estess Sr., a member of the Rotary Club of Shades Valley. Since 27 April almost 30 tornadoes have hit Alabama, says Estess. "This is the worst destruction I've ever seen. Communities are completely destroyed," says Estess. "Many local Rotarians are helping with immediate relief by volunteering with first-response organizations such as the Red Cross. Club members are also helping to clean up the debris, says Estess.

"Through all the damage and tragic loss of life, we are seeing a significant spirit of caring and desire to help our fellow man," he says. "Rotary will be there to help communities rebuild when many of these disaster relief organizations leave."

Past RI Director Mark Daniel Maloney, a member of the Rotary Club of Decatur, was stunned by the widespread damage.

"Driving through some of the communities, I realized the tremendous magnitude of the tornadoes. Chills went down my back when I saw the sheer destruction," he says. "There were areas where I couldn't see one vertical piece of construction."

Maloney says that two of the biggest long-term needs are educational opportunities for families and economic development.

"Economic development will be extremely important for towns, where many of the businesses were destroyed," says Maloney. "Our goal is to provide resources to those with innovative ideas that will help people get back on their feet."

District 6860 has established a donor advised fund to assist with relief and recovery efforts. District Governor John H. Valieant was forced to cancel the district conference, scheduled for 28-30 April, because of severe damage to the venue, Lake Guntersville State Park Lodge.

The district's disaster recovery committee will be reaching out to communities to assess the most pressing needs, says Valieant. "We'll be there for the long haul to lend a hand to help people rebuild their lives."

Next Page: Rotary Southern United States Tornado Disaster Fund DDF contributions form.



## Dear Presidents, Secretaries, and Assistant Governors:

Through DG Robert Ryan's Rotary-WEG efforts, he has established a good relationship with Alltech, and they in turn are providing Rotary with a stellar fund raising vehicle in the form of Haitian coffee. DG Robert would like to see the entire District 6740 benefit from this excellent opportunity.

The short story is that Alltech has formed a non-profit organization dedicated to helping the Haitian coffee farmers become more efficient and productive, as well as provide them with a broader market for their excellent coffee. The beans are shipped here, processed and packaged. The Rotary clubs order the coffee directly from Alltech. The club sells a 12 oz. bag of coffee for \$12.00, keeps \$4.50 and sends the remaining \$7.50 to Alltech. But, it doesn't stop there. That \$7.50 goes into the non-profit, and is funneled back to Haiti, to the coffee farmers for development of their product. Win! Win!

With our Rotary ties in our communities, we should be able to develop quite a pool of sustained buyers, who will help us raise funds for local projects. (Remember, the \$4.50 per bag stays in the club.) This is a fund raising system that requires little effort for an excellent gain. Each bag will have a Rotary sticker on it, showing that it is a Rotary project item, which will make it easier to place with vendors, increase Rotary awareness, and, of course, raise money for local projects. This could be the answer to the requirement for each club to send \$2,000 to the Foundation every year. Whatever the project goal, this is easy money, and it could become a sustained program. That is an income stream, if ever there was one.

The brochure and an order sheet are on the following pages. All the club has to do is get the orders, send the form to the Alltech team, and pay for the coffee when it comes in. This would be an excellent assignment for a new member to be teamed with a more experienced member, to give the new member the opportunity to work with every other member.

Matt Mathis (MMathis@Alltech.com) is one of three Alltech team members, and has been my point of contact. You'll meet the others as time goes by. George Wilson (gwilson3i@insightbb.com) of the Lexington Rotary Club has been instrumental in establishing this program, and can answer your questions.

One other thing. The coffee is very good! If you are at the Multi-District conference in Nashville, at the end of the month, you can sample it there. Matt and others will be there for the conference and will sponsor some of the coffee breaks there.

If you have any questions, contact one of us, so we can get you a swift answer. If you would like Matt and the "Alltech Cafe Citadel" team to make a presentation to your club, just contact him, and he will set it up. Now, let's go sell some coffee!

Sincerely,

Dean C. Hammond Jr.

Alltech

# CAFÉ CITADELLE

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**QUICK  
FACTS**  
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- Alltech started Café Citadelle as a means of sustainable growth in Haiti, the Western Hemisphere's poorest country.
- We work with a Fair Trade Certified™ coffee cooperative in North Central Haiti that represents 6,700 farming families.
- Alltech imports the green coffee the farmers produce and has it roasted by Lexington Coffee & Tea.
- Proceeds from the sale of the coffee go into Alltech's 501(c)(3) Ace Foundation, as part of the Sustainable Haiti Project.
- That money is used to fund our projects in Haiti:
  - Development of the coffee farmers we work with - agricultural education, improvement of facilities, better coffee processing, etc. to improve quality and quantity of coffee and to create jobs.
  - Renovation, expansion, and salary funding of an elementary school in Ouanaminthe, Haiti, called the Centre Educatif l'Union des Coeurs (Union of the Hearts Educational Center), as well as their choir.
- Alltech Café Citadelle is an organic, shade-grown, hand-picked 100% Arabica coffee, roasted to a light to medium roast similar to a "City roast".

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**COFFEE  
FROM HAITI,  
FOR HAITI**

AlltechCafeCitadelle.com

Customer Service:

1.888.636.3302



