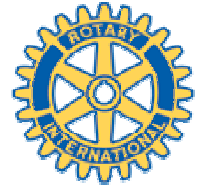


Rotary District 6080 Newsletter

District Governor Don Brackhahn



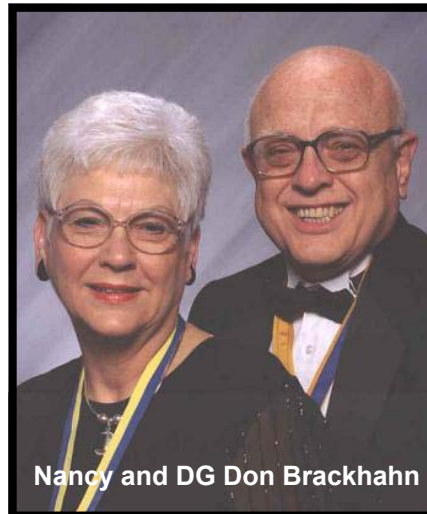
SERVICE Above Self

December, 2005

Vol. 5 No. 6

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Nancy and DG Don Brackhahn

Delete Scam e-mails!

As the Internet continues to grow, unfortunately so do e-mail scams and other forms of Internet fraud targeting Rotarians or abusing Rotary information.

The latest wave of e-mail scams, brought to RI's attention by Rotarians who received the message, is an e-mailed letter appearing to originate from the UK National Lottery and bearing the subject line "YOU HAVE WON £2,500,000!!!" The message goes on to explain that an agent will "facilitate the release of funds" after recipients respond to the e-mail. The scam is especially confusing because it uses the likeness and apparent signature of RI President Carl-Wilhelm Stenhammar, though it is signed as "Mr. Brian Hunt." Visit the official site of the UK National Lottery to learn more about this and similar scams.

RI is aware of these schemes and encourages Rotarians to be vigilant about deleting any e-mail that appears suspicious. Rotary International does not solicit funds via e-mail, nor does it request that personal information be updated via e-mail or other electronic means.

January is Rotary Awareness Month! I realize that this is the wrong time to be telling our members in the midst of Family Month. But these two months are so closely tied together with the Youth Exchange, Rotaract, Interact, and RYLA all being a part of the Rotary Family. These organizations and activities are also excellent ways for promoting Rotary. I believe that we all need to ask and answer the following questions:

Is your community aware of your club and its service to your community? I hope that the answer is a resounding YES! If not you need to start promoting your club within your area.

Does the community know about our Rotary Foundation and the role it plays in the world? Once gain we are looking for a positive response!

A good public image leads to more members, more participation, and more service accomplished in your community and the world around us.

It's funny how attitudes change about "tooting our horn" over the generations. Paul Harris said to the New Orleans Club in 1917 that "Rotary is simple, genuine, true. It abhors deceit and pretentiousness, and had rather run the risk of under-rating than to run the risk of over-extolling its own virtues. In his view actions speak louder than words.

We know that has changed a great deal as we are now beginning the second 100 years with a major public relations (Cont P2)

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campaign and we culminated the first 100 years with another campaign. A little over five years ago, RI president Frank Devlyn's theme was "Create Awareness-Take Action" and he advocated sharing Rotary's incredible gifts to the world with the world through a major public relations campaign. We've done that and will continue to do it.

With the recent success of the Centennial Celebration, the many local Centennial projects in the district, continuing efforts to eradicate polio, and global Rotary membership numbers at above 1.25 million, there has never been a better time to promote Rotary. Listed below are some ideas on how you can promote Rotary in your community:

First and foremost, have your Rotary members wear their Rotary pins at all times. The community will know Rotary by the actions of it's Rotarians.

Start or Continue your membership drive. Encourage your club members to invite friends to a meeting so that they can learn more about Rotary. There's never been a better time to join. All you have to do is ASK!

Update your club activity and service list, print it as a one page tri-fold, and present a copy to each visitor and speaker. An excellent way to get the story of your Rotary Club out in the community.

Order copies of "What's Rotary" and give 5 to 10 to each member. Ask them to pass them out to their friends and acquaintances. You can order them from Rotary International in packs of 50 for \$3.00 a pack.

Work toward the placement of Rotary PSAs at your local movie and local TV stations. Remember that Rotary has broadcast quality version of the Rotary PSA. All you need to do is call up the following <http://www.rotary.org/newsroom/downloadcenter/pdfs/> and complete the form to request a broadcast quality version of the PSA.

Rotary has developed a superb Global Public Image Campaign "Humanity in Motion", order copies of this CD to distribute to your local media. The following link will take you to the website to order the CD http://shop.rotary.org/catalog/product_info.php?products_id=360

Contact your local library or recreation center about renting or acquiring a display case for the month. Decorate it with photos of club projects and club members, awards, posters and other Rotary-related items. Create a supplemental fact sheet to accompany the display.

If your club is planning a volunteer project in January, make sure to send a press release to a local reporter outlining your plans.

The new Public Relations Chair for there District has other ideas that you can use. So contact him Norm Benedict at norman@normanrobert.com and he'll have some other ideas for you.

If you have some additional suggestions, let us know what you are doing to "Create Rotary Awareness". There are 45 other clubs in the district that are interested in good ideas. Lets let all those in our Communities know that Rotary is truly "Service Above Self" in this first year of the second century of Rotary.

Don Brackhahn, DG
Service Above Self

JOIN US FOR THE
28th ANNUAL SHOW ME ROTARY
LEADERSHIP INSTITUTE
LODGE OF THE FOUR SEASONS
HORSESHOE BEND PARKWAY 888-265-5500
LAKE OZARK, MO. 65049
Fri-Sat MARCH 24-25, 2006

REGISTRATION COSTS

All registrants must submit a registration form.
President-elects are not required to send the registration fee since this is paid by their club.

President-Elect is Prepaid by Club To District

Partner/Guests	\$80.00
Secretary-Elect	\$110.00
All Others	\$90.00

Participate in Roundtable Discussion Groups
It is suggested that PE and SE from the same club attend different sessions, to maximize benefits.

- | | |
|---------------------------|-------------------|
| 1. Scholarship Programs | 4. Youth Exchange |
| 2. Successful GSE Teams | 5. RYLA |
| 3. International Projects | 6. Open Forum |

MAKE HOTEL RESERVATIONS BY
FEBRUARY 15, 2006 for GROUP RATES
LODGE OF THE FOUR SEASONS
Horseshoe Bend Parkway
Lake Ozark, Mo. 65049
888-265-5500
573-365-3000

District Web Site

www.rotary6080.org

Dates to Remember

- February 1, 2006 Peace and Conflict Resolution Scholars Applications Due to The Rotary Foundation
- February 11, 2006 District Leadership Training Program in Jefferson City
- March 1, 2006 Club Matching Grant Applications due to Charles Cooper, Grants Coordinator
- March 15, 2006 Ambassadorial Scholar Applications due to Melvin Platt
- March 24-25, 2006 PETS/SETS Training (Show Me Rotary) at Lodge of Four Seasons
- May 5-6, 2006 District Conference in Rolla, MO
- June 10-14, 2006 Rotary International Convention in Copenhagen, Denmark & Malmo, Sweden

