EXPLORE THE ROAD TO ROTARY OPPORTUNITIES
2015 ROTARY DISTRICT 5960 CONFERENCE

APRIL 30 – MAY 2
Kahler Grand Hotel and Rochester Marriott
ROCHESTER, MINNESOTA
Dear Fellow Rotarians and Friends:

I am very pleased to welcome you to this 2014-15 District Conference. A District Conference is a wonderful opportunity for Rotarians and friends of Rotary to enjoy good fellowship, to be inspired by the formal program and the interaction with other Rotarians, and to celebrate the success of your District’s many activities and initiatives. I recall the wonderful experiences Corinna and I have had at such conferences and I wish you all the best as you take advantage of this special time together.

The Chinese philosopher Confucius said, “It is better to light a single candle, than to sit and curse the darkness.” This is a message that I have taken to heart. Rotarians demonstrate this philosophy everyday as they carry out projects in their communities and around the world, lighting candles of hope through their actions.

My challenge to all of you this year is to Light Up Rotary by making Rotary fun, by growing our membership, by doing more and better projects, and by reaching more people with Rotary’s message. Light Up Rotary is our theme for the year – but it is more than our theme. It is how we live in Rotary, how we think in Rotary, how we feel, how we work. It is how we make a difference – every day, in every club, every district, and every country where we serve.

I hope you have a wonderful time during your conference and that you leave here inspired to even greater heights of service and with a renewed commitment to the work we need to do to help Rotary grow and do even more good in the world. Please Light Up Rotary!

Sincerely,

Gary C.K. Huang
2014-15 President
FRIDAY, MAY 1

7:30 a.m. – 6:00 p.m.  CONFERENCE REGISTRATION
                       Elizabethan Room - Kahler
8:00 a.m. – 10:00 a.m. OPPORTUNITY CAFÉ SET-UP
                         Prefunction Area - Marriott
9:30 a.m. – 11:00 a.m. FAST FOR HOPE PLENARY SESSION
                         Centennial Hall – Kahler

This District-wide initiative has supported long term sustainable change in a community by understanding community needs and developing shared vision through a collaborative process involving partnerships with Rotary District 5960, the community of El Corozo and Kairos Center, a local Nicaraguan Non-Governmental organization. This same model is being successfully used in other Rotary supported projects seeking to make systems change.

SPEAKERS:
Idalia del Socorro Rayo Muñoz, resident, El Corozo, Nicaragua
Maria del Rosario Nicaragua Ruiz, resident, El Corozo, Nicaragua
Mayquelyn de los Angeles Castro Perez, Kairos School, Managua, Nicaragua
Elena Hendrick, Coordinator, Kairos School, Managua Nicaragua, member of Ciudad Sandino Rotary Club
Mary Keefe, Executive Director, Hope Community, Minneapolis
Cathy Smith, Past District Governor, Co-Chair Fast for Hope Committee, member of Fridley Columbia Heights Rotary Club
David Newman, Co-Chair Fast for Hope Committee, member of Stillwater Sunrise Rotary Club

10:00 a.m. – 4:00 p.m.

11:00 a.m. – 11:30 a.m.

11:30 a.m. – 1:00 p.m.

KEYNOTE SPEAKER: Ann Lee Hussey, Past District Governor District 7780 and Chair, Polio Survivors Rotarian Action Group, member of Rotary Club of Portland Sunrise (Maine)

The Journey to the End of Polio - Ann Lee has put a face on the subject of polio eradication, winning hearts and minds and raising hundreds of thousands of dollars in the process. A polio survivor herself, the story Ann Lee tells is personal and so is her fight to eradicate polio. Her passion to ensure that Rotary’s number ONE priority, the eradication of polio, will be achieved so no child will needlessly suffer from the cruel effects of polio, shines through as she shares stories from her experience with 25 National Immunization Days (NID campaigns).
1:15 p.m. – 2:15 p.m.  BREAKOUT SESSION I

Return on Investment – Rotary Foundation Grants and PolioPlus  Amphitheater – Marriott
This session shares how our contributions to Rotary Foundation and PolioPlus are returned not just in growth of assets but as investments in the lives that are touched and changed as our focus on increasing humanitarian service continues.

SPEAKERS:
Newell Kroghmann, Past District Governor, Regional Rotary Foundation Coordinator effective July 2015, Chair of District Rules and Legislation Committee, member of Le Sueur Rotary Club
Jon Stillman, Past District Governor, End Polio Now Zone Coordinator, member of Rotary International PolioPlus Committee effective July 2015, member of Stillwater Sunrise Rotary Club

Rotarian Action Groups - Unlocking the Resources of RAGs  Regency Room – Kahler
Rotarian Action Groups (RAGs) help Rotary clubs and districts plan and carry out sustainable community development and humanitarian service projects in a specific area of expertise related to the Rotary International’s areas of focus. Comprised of Rotarian and Rotaract members, RAGs act as volunteer consultants for Rotary Clubs and Districts. Rotarian Action Groups are independent of Rotary International.

SPEAKERS:
Ann Frisch, Nonviolent Peace Task Force, Rotarian Action Group for Peace, member of St. Paul Rotary Club
Valerie Johnson, Board Director, WASRAG, Water and Sanitation Rotarian Action Group, member of New Brighton/Mounds View Rotary Club

New Member Recruitment Strategies I: Why Recruit Retirees and Diversifying Club Membership  Viking Room – Kahler
Rotary was meant to be shared and we do that best when we invite new members to join us in “doing good in world.” This session will assist club members to become more comfortable with recruiting a diverse membership and provide approaches and strategies based on our experiences.

SPEAKERS:
Leigh J. Johnson, member of Rotary Club of Rochester
Jim Sloan, member of Rotary Club of Rochester
Manfred Tatzmann, member of North Minneapolis Rotary Club
Ann Dillard, member of North Minneapolis Rotary Club

Public Image Workshop  Centennial Hall – Kahler
Need help telling your Rotary story? This session offers tips and tools to help you identify newsworthy content, learn effective ways to gain media attention, leverage Rotary assets and share your accomplishments. We will share specific club innovations; you will learn strategies and tips for working with traditional media and hear from experts about how to use and leverage social media to create your own successes.

SPEAKERS:
Elaine Case, District Public Image Co-Chair, member of Rochester Rotary Risers
Vivien Williams, Communications Specialist
Paul Perez, Club Public Image Co-Director, member of Prior Lake Rotary Club
Makala Johnson, Center for Social Media, Mayo Clinic (Friday sessions)
Beth Sherden, Manager, Industry Marketing, IBM (Saturday session)

2:15 p.m. – 2:45 p.m.
REFRESHMENT BREAK  Prefunction Area - Marriott
### Return on Investment - Rotary Foundation Grants and PolioPlus

**Amphitheater – Marriott**

See description from Breakout Session I, page 4

### The ABCs of Fundraising: It’s Not About the Money!

**Regency Room – Kahler**

This fast-paced session will cover knowing your audience, your purpose, your story, and your relationships. Two experienced fundraisers will cover various fundraising activities that work depending on what you want to accomplish—creating awareness or raising funds. You can build a sustainable fundraising effort for your Rotary club and have fun doing it!

**SPEAKERS:**

- **Stacey Vanden Heuvel**, Vice President, Marketing and Philanthropy, Olmsted Medical Center and OMC Regional Foundation, member of Rotary Club of Rochester
- **Vicki Allen**, Executive Director, Rochester Public Library Foundation, and President, Allen Consulting, member of Rotary Club of Rochester

### Costa Rica and Beyond, A Journey of Opportunities

**Viking Room – Kahler**

Get your club involved in a ready-made international project that can help make our world a better place for birds, butterflies and people. Join two Rotarians and a National Park Superintendent as they share the “beginnings of” and continued successes of a Sister Park Partnership with Costa Rica facilitated by District 5960. Join us - you too can make a difference.

**SPEAKERS:**

- **Craig Leiser**, Past District Governor, District Rotary Foundation Chair, member of Stillwater Sunrise Rotary Club
- **Judy Freund**, Past District Governor, District Team Trainer, member of Hudson Daybreak Rotary Club
- **Chris Stein**, Superintendent, St. Croix National Scenic Riverway

### Public Image Workshop

**Centennial Hall – Kahler**

See description from Breakout Session I, page 4

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**OPPORTUNITY CAFÉ**

**OPEN FRIDAY**

10 A.M. TO 4 P.M.

Learn about new Rotary initiatives and creative projects at the Opportunity Café. Stop by and mix and mingle with your fellow Rotarians and friends.
OUR LOOK

Logos

Color Variations,

Masterbrand

Positive (for light or white backgrounds only)

Reversed (for dark backgrounds only)

Full color One color (100% white)

The full-color Rotary signature is our official, preferred version. Always use it in digital environments and whenever printing with at least two colors. Our emblem must always appear in Rotary Gold, unless two-color printing is not possible. Do not alter or switch any signature component colors.

One-color variations of the Rotary signatures are supplied in black, Rotary Azure, and white for reverse type. These can be applied for one-color printing or on very complex backgrounds that may hinder legibility or appearance of colors. Use the appropriate color version to maintain the best contrast and legibility: positive for light or white backgrounds and reversed for dark backgrounds.

Comparable metallic versions of Rotary colors shown on this page may also be used for special circumstances. For more details regarding our color palette, see pages 18-20.
**What’s Involved in Creating the Rotary Float for the Rose Parade?** The Rotary Float is a way to “Light Up Rotary,” creating general awareness of our significant accomplishments, but a look behind the scenes tells us what is involved in volunteer hours and effort.

**SPEAKER:**
Gene Hernandez, Rotary International President’s Representative

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**SPEAKER:**
Rev. Nick Mezacapa, of Calvary Episcopal Church in Rochester, MN, and motivational speaker

**How to Fly a Small Airplane** - When any group gets organized, shares goals and establishes a common vision, there are measuring instruments required to keep it up in the air. This presentation describes those instruments and their application in the team building dynamic.

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**Rotary Youth Exchange Country Fair**

**OPEN SATURDAY | 10:00 A.M. – 11:30 A.M.**

Take a trip around the world without leaving the District Conference! The Rotary Country Fair is a great opportunity to learn about our district’s Rotary Youth Exchange students and the countries they proudly represent.

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**District 5960 Conference | April 30 – May 2, 2015 | Rochester, Minnesota**
**Public Image Workshop**  
See description from Friday's Breakout Session I, page 4

**The Young Professional Rotarian: Myth or Opportunity**  
Regency Room – Kahler  
This session is a facilitated discussion on the benefits of recruiting young Rotarians and the challenge of retaining them. What appeals to young potential members, what is a turn-off? How can clubs be flexible in welcoming our future?  
**SPEAKERS:**  
Brady Ramsay, Rotary Young Professional Summit 2014 attendee, member of White Bear Lake Rotary Club  
Heather Holmes, Discussion Facilitator, member of Rotary Club of Rochester

**New Member Recruitment Strategies II: New Member Mentoring and Taking Rotary to Businesses - a New Approach for Recruitment**  
Viking Room – Kahler  
Rotary Membership - What’s in it for the individual, what’s in it for the business? Recruiting members is always a challenge, but membership growth is best seen when both recruitment and retention strategies are employed. Some helpful tips from successful strategies.  
**SPEAKERS:**  
Diane Amundson, Diane Amundson and Associates; Membership Chair, member of Winona Rotary Club  
Jolene Hansen, member of Rochester Rotary Risers  
Stephanie Schoonover, Membership Chair, President Elect Nominee, Greater Rochester Rotary

**Transforming Lives: The Impact of Rotary on One Peace Builder’s Journey**  
Centennial Hall – Kahler  
The legacy of the “Rotary Ambassadorial Scholar” – how one year can change a life. A Rotary year abroad led to a career in teaching peace and conflict resolution studies and to giving back through peace building work both here at home and in the far corners of the globe.  
**SPEAKER:**  
Kenneth Fox, Professor of Business and University Director of Conflict Studies at Hamline University; and Senior Fellow, Law Dispute Resolution Institute, Hamline University School of Law

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**YOUTH EXCHANGE COUNTRY FAIR**  
Prefunction Area - Marriott

**REFRESHMENT BREAK**  
Prefunction Area - Marriott

**CLOSING LUNCHEON / YOUTH EXCHANGE PROGRAM**  
Ballroom – Marriott

Youth Exchange Parade of Countries

**KEYNOTE SPEAKER:** Ben Thwaits, Program Development Coordinator, Northwest Passage, Ltd., member of Siren-Webster Rotary Club, and program participant Renny Fons.  
*In a New Light* - A part of the Sister Parks project and partnered with the National Park System, “In a New Light” is a therapeutic nature photography program for at-risk youth. The young artists’ recent photography expedition to Costa Rica centered on promoting conservation and awareness of neotropical migratory birds, but the youth also emerged with a deep sense of confidence, hope, and connection to a new culture and landscape.

**Summary Comments** - Gene Hernandez, Rotary International President’s Representative  
**Closing Comments** - Karel Weigel, District 5960 Governor

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DISTRICT 5960 CONFERENCE | APRIL 30 - MAY 2, 2015 | ROCHESTER, MINNESOTA
NOTES
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Meeting Space

**The Kahler Grand Hotel Conference Space**
To connect to the Kahler Conference Wireless Network, launch a Web page (such as Google). You will be redirected to a “Terms & Conditions” page which is where you enter the password – Direction

**Marriott Conference Space**
To connect to the Marriott Conference Wireless Network, launch a Web page (such as Google). You will be redirected to a “Terms & Conditions” page which is where you enter the password – John

**Connecting to WI-FI:**
A Special Thanks

TO OUR PLANNING TEAM

Karel Weigel  
District Governor

Vicki Allen  
Mike Becker  
Suzanne Dinusson  
Mark Dripps  
Dana Funk

Alison Good  
Heather Holmes  
Craig Leiser  
Joanne Roesner

Lorie Luedke  
Conference Chair

Kathy Hughitt  
District Office Administrator

TO OUR DISTRICT CONFERENCE SPONSORS

Bremer Bank  
Daube's Cakes & Bakery  
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Judy and Jim Sloan Foundation

Rochester Area Foundation

SAVE THE DATES

2016 DISTRICTS 5960 AND 5950 JOINT CONFERENCE

MAY 14-16, 2016

MYSTIC LAKE CASINO

PRIOR LAKE | MINNESOTA

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