



Rotary District 6920

SERVICE Above Self

Dallas Simon, District Governor

2225 Wheelless Road, Augusta, GA 30904

(864) 333-5777

Kenan Kern Selected to Serve as Governor in 2008-09

Kenan J. Kern was selected to serve as the district governor for the year 2008-09 by the College of Governors during their annual meeting at Little Ocmulgee State Park in McRae this past weekend. The decision was unanimous.

Kenan is a member of the Savannah South Rotary Club and served as it's president in 1997-98. In 2003-04, he was responsible for leading his club as the second 100% Paul Harris club in the district.

Kenan, a native of Statesboro, has served his community in numerous capacities in several counties in both Georgia and



Kenan Kern

Virginia. Kenan has been very active in the district and served as assistant governor, director and conference chair. His professional life is vast and he has served as a corporate level professional specializing in human resource development and applied business management practices.

Kenan is presently employed with the Kern Group and serves as it's president.

Kern is quoted as saying, "I recognize the responsibility my membership holds throughout my own Rotary club,

District 6920 and the Rotary International world. I resolve to lift the goals and ideals that Rotary International instills to bring *Service Above Self*."

Congratulations to Kenan for being selected and his *Service Above Self* commitment.

Canadian Chosen RI President for 2007-08

Wilfrid J. Wilkinson, of the Rotary Club of Trenton, Ontario, Canada, is the selection of the Nominating Committee for President of Rotary International in 2007-08 that convened at RI World Headquarters in early December. He became the president-nominee on January 1.

Wilkinson was a founding partner of Wilkinson & Company, Chartered Accountants. Since retiring in 2001, he has served as executive director of the Quinte Ballet School of Canada and Canadian coordinator for the National Association of Forensic Accountants.

A Rotarian since 1962, Wilkinson is currently a PolioPlus National Advocacy Adviser and a member at large of the PolioPlus Partners Task Force. Previously, he has served RI as district governor, International Assembly group discussion leader, consultative group member, committee member and chair, task force member, Foundation trustee, director, and vice president. Most recently, he was chair of the 2005 Chicago Convention Committee and vice chair of RI's Afghan refugee relief project.

January is Rotary Awareness Month

Are you aware that January is Rotary Awareness Month? You probably are, especially if you have read the January 2006 issue of *The Rotarian* magazine. Right up front, RI President Carl-Wilhelm reminds us that awareness is an important part of Rotary work, and that one of his three resource groups is in place to support Public Awareness. And that means us.

Have your district PR chairperson encourage your clubs to create Rotary awareness in their communities. You and they have the tools: the "5 Step Kit" recently sent to every club; the RI website with tips for effective Public Relations, and

details of new \$1,000 to \$5,000 grants to clubs for special PR programs; and *The Rotarian* magazine itself — see "Getting the Word Out," "What the Heck is Rotary?," and "How Clubs Can Raise Awareness" on pages 46-51 of the January issue. And don't forget, Public Image is one of the criteria for this year's Presidential Citation.

Thanks for your efforts during the first half of our Rotary year, but don't stop now. Creating Rotary awareness is a vital and never-ending job. I know you will continue to give it your Rotary best! Please continue to send me examples of Rotary PR in your District. My address: 1660 Valley Dr., Venice, FL 34292

Remember, you and I are on a two-way street. I look forward to hearing from you.

-- PDG Dick Dodderidge, Zone 34
Public Image Resource Coordinator

Over 90 million Americans (half the population) have extremely limited reading ability – if we could "fix" that one problem – crime, poverty, and sickness – even drug abuse levels would decline dramatically.



SERVICE Above Self

Condolences

The District wishes to convey condolences to District Governor-Elect Bill Blankenship on the recent passing of his mother. Our thoughts and prayers are with you and your family in this time of sorrow.

Evanston Trip Scheduled

The 2006 visit to Rotary International in Evanston, Ill., will take place May 21 and 22. District Governor-Elect Bill Blankenship will serve as host and activities will be coordinated by District Governor-Nominee Dick Hyer.

Participants will travel to Chicago from Jacksonville, Augusta, Savannah and Atlanta. It is expected that Ed Futa, Secretary of Rotary International, will address the group and there will be many informational sessions. This is the ninth year our district has visited international headquarters.

This trip is intended for incoming presidents and anyone who wants to increase their knowledge of Rotary.

Judy Reville of The Augusta West Rotary Club is in charge of travel arrangements. Contact Judy at AAA Travel at 706-738-6611 or via e-mail at jreville@aaasouth.com. Judy will coordinate arrival times, tour bus and restaurant reservations.

More information about this trip will follow. You can direct any questions you may have to DGN Dick Hyer at rhier@cox.net or 478-746-2635.

Shelter Box

A check was received from The Augusta Rotary Club last week for three shelter boxes. These shelter box purchases will bring to 16 the number of shelter boxes that the district has purchased.

The district thanks all who have been generous in their giving. More importantly, there are people in need who thank you.

Literacy

The Macon Rotary Club recently donated 300 books to area high schools in the name of District Governor Dallas Simon in

celebration of International Literacy Day. The books were given by the Macon club members and Ms. Ruth Knox has been quoted as saying, "We hope to continue our literacy efforts with another book drive soon, perhaps this time in conjunction with a reading program at a local elementary school."

The district thanks the Macon Club and Ms Ruth Knox for their efforts ... just another step in making a difference. This is what *Service Above Self* is all about.

District Conference

Save these dates: May 5-7. This is the date for this year's annual district conference, set to be held in Augusta this year. The February District Governor's newsletter will be devoted to coverage of the conference.

Make plans now to attend and be a part of what Rotary is all about. This is going to be a fun-filled event with many surprises: think diamonds, diamonds, diamonds!

On-line registration is now open at www.rotarydistrict6920.net. Register today!

Blue Buckets

Do you have a blue bucket at your club's weekly meeting? Each club should have a blue bucket with the Rotary emblem and the words CART, Coins for Alzheimer's Research Trust, out and available to all Rotarians and guests at their weekly meetings.

The CART fund is exactly what it says: a means to collect coins (and folding money) for Alzheimer's research. All of us have been, or will be, affected by someone we love having Alzheimer's.

This little blue bucket goes a long way to help find a cure for Alzheimer's. It is also a very easy program to administer and an easy program for all of us to participate in.

Make the CART bucket an important part of your Rotary meeting each week!

PETS Registration Update

As of late December, Jim Bruce, webmaster for the on-line PETS registration, reported that 150 people had registered for the event slated for March 11 and 12 at the Wyndham Peachtree Conference Center in

Atlanta.

According to Bruce, the PETS on-line registration is running smoothly, but is behind the total registered at this time last year, due to a later start. The early registration period ends on January 15, at which time the registration fee will increase by \$50 (from \$195 to \$245).

District Rotarians needing assistance in registering can contact Bruce via email at webmaster@RotaryDistrict6920.net.

As of 12/28/05, the breakdown of registrants was as follows:

District 6900: Total = 60; Presidents-Elect: 30; Presidents-Nominee: 18

District 6910: Total = 47; Presidents-Elect: 25; Presidents-Nominee: 6

District 6920: Total = 38; Presidents-Elect: 25; Presidents-Nominee: 4

Non-Georgians: 5

Awards

From Bertha Daniel: Awards Chairperson

The holiday season is now officially over and I hope that everyone had a wonderfully blessed holiday season. It is now time to focus on completing the mission of preparing for the District Conference.

A large part of that preparation involves club members working together in order to submit a Presidential Citation. The Citation is due April 1, 2006.

Another segment of that preparation includes the submission of projects for the Rotary awards. This is an exciting portion of the conference and the clubs really enjoy it. So, if your club has never submitted a project, please make it a goal to submit at least one for the competition. For those clubs who have submitted in the past, we encourage you to continue that tradition. Any club can win at any time.

Please note that the citation is due no later than April 1, 2006, as are all other projects. You may go on-line to www.rotarydistrict6920.net for more information about the awards, including downloadable forms to be completed for submission.

We look forward to working with each of you and we appreciate all that you do.

Visit www.rotarydistrict6920.net for the latest district news

Cookbooks Where Do We Go from Here?

“How will we ever sell any more cookbooks? Every member in our club has one, most of their family members have one, the kids’ teachers all got one for Christmas, and the neighbors won’t even answer the door when they see me coming with a cookbook!”

I think every group that sells cookbooks has heard these words at some point in the cookbook process. Especially as they waded through boxes of cookbooks stored in garages or laundry rooms.

Maybe what we need is an “Attitude Adjustment” so that we can retrain our thinking about potential sales. Instead of trying to picture twelve people to whom we can sell one book, let’s start thinking of one person who could easily buy twelve books. The new year may present the perfect opportunity to broaden our “mass” sales efforts. Just to get those wheels turning, here are a few suggestions to think about.

- Did you receive a thank you gift from the realtor who sold you your new home. Wouldn’t a nice Rotary cookbook make great gifts for them.
- The banker who helped finance your remodeling project, or the contractor who did the work. These professionals are in contact with individuals every day in a very competitive environment. A Rotary cookbook, just might swing a deal their way.
- Maybe you’ve got a new mayor. They may want to consider our Rotary cookbook as a gift for their new contacts around the country.

This is simply a short list and I know that you can think of many others. Jot down the names of opportunities as they cross your mind or cross your path. You’ll be surprised how many you think of once you adjust your attitude and start thinking by the box and not by the book.

CART Seeks to Raise Funds in District

In an open letter to club presidents, District CART Chair Bill Phillips encouraged clubs to raise money for CART.

Dear Club Presidents, I know that you were contacted at the beginning of your year concerning our CART program. You received information about this at PETS, District Assembly, and even our District Conference. We have had articles in the newsletter, and you have received information in the past about CART. But, I must apologize, in that you have not received very much information from me concerning CART for the past several months. For that I truly apologize, not only to you, but to everyone in District 6920. I have been preoccupied with a little district project, the district cookbook, which quite frankly took up a lot more time than anyone anticipated. My job has also been a little stressful these past few months, but still no excuse. So, please accept my apologies, and know that I will be making up ground with our CART program.

District Governor Simon has completed his club visits, and he has found that there are still clubs which are not participating in the CART program, and even some clubs who say they are not exactly sure what the CART program is all about. CART, really is exactly as the name says it is a means for us to collect Coins for Alzheimer’s Research Trust fund. All of us know someone who has been affected by the disease of Alzheimers, and unfortunately if you haven’t, then you will. In October 1995, the Sumter, S.C., Rotary Club started our CART program. In 1999, District 6920 adopted the CART fund as one of our district’s projects. All of the districts in Georgia, South Carolina and North Carolina are supporting CART as a district project. Several other districts have also been added along the way. The CART fund is dedicated to helping find a cure for Alzheimer’s disease by providing significant funds for research.

- Please see CART on Page 4

PR Tips of the Month

January is Rotary Awareness Month
“What is Rotary?”

Scientific Public Opinion Poll Shows:

- Most (77%) recognize our name
- Some have a favorable impression
- Most are neutral... or worse, negative

Quotes from the Survey...

WHAT WE DON’T WANT TO HEAR

- “They’re fat cats, scratching each others’ back”
- “They try to get more business for themselves”
- “They’re rich, white adults”
- “They are overweight fat men and they don’t allow women”
- “It’s like the Elks club. They get together with dances”

USUAL: PUBLIC DOESN’T KNOW MUCH

- “They support community activities, I think”
- “They do landscaping and things in town”
- “Local business men getting together to do charitable work”
- “They give some scholarships”
- “They support each other in the business world, and they do charity work”

DOES PUBLIC IMAGE MATTER?

That survey shows.....

“ARE YOU WILLING TO HELP ROTARY?”

- Among those who DON’T KNOW a Rotarian.....19%
- Among those who DO KNOW a Rotarian.....53%



Rotary District 6920 Newsletter

Blue CART Buckets Raise Money for Research

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I am proud to say that 18 clubs have already sent in money during the last half of 2005 for the CART fund. At our 2006 district conference, we plan to honor clubs who contribute the most money to CART during the year. We also plan to honor clubs who give the most per member during the



year, and finally we plan to honor a CART Rotarian of the Year.

But as President of your Rotary Club ... here is what I need from you: 1 - Name, address, phone number, e-mail — of the CART Chairman for

your club. 2 - If you need any additional blue CART buckets, to help advertise and support the program. (How many needed?) 3 - If you would like someone to present a program on CART to your club.

Here is my contact information: Bill Phillips, District CART Chair, 400 Dorchester Dr., Augusta, GA 30909. (706) 796-4332 - work; (706) 738-8026 - home; email: bphillips@thermalceramics.com

Happy New Year!