

# The Sparkplug

## Brandon's Bits

Greetings fellow Rotarians!

As winter segues (we hope) into spring in the coming month, I thought it appropriate to take stock of our club's accomplishments in the Rotary year to date. I believe it is every bit as important to take stock of one's achievements as it is to keep challenging one's self to do more. I think you will agree that our club is doing this quite well:

- 1) Our club membership has increased from 131 as of July 1, 2005 to 134 as of February 27, 2006. This exceeds the goal we were asked to set of netting one new member.
- 2) Members helped raise more than \$7000 for the Salvation Army in our December bell-ringing campaign. Not bad for one days' work!
- 3) Our club recently distributed more than \$12,000 in grants to local charitable organizations (I know of no other service club that distributes more)
- 4) Our club made the final payment on our multi-year pledge of \$95,000 to name Rotary Park
- 5) Our club pledged \$15,000 over the next three years to name the new pavilion at Dreamland Lake in Fairview Park
- 6) Our club led an effort that sent two full semi-trailers of clothing and shoes to Hurricane Katrina victims taking refuge in Houston, TX.
- 7) Our club transitioned from a newsletter sent as an attachment in .PDF format to a web-based interactive newsletter with links to other Internet sites of interest

As we enter the final quarter of the Rotary year, let us be mindful of our capacity to do more, even as we feel a sense of accomplishment at what we have been able to achieve already. If you have an idea about a service project and would like to seek the club's support, please discuss it with me. I am happy to propose the membership any meaningful project whereby our time, talents and treasures can improve our community.

Also, a reminder - "Bridge the Centuries," our District Conference, will be held May 5-6 at the Decatur Convention Center and Hotel. Our weekly meeting will be Friday May 5th at our old stomping grounds (those newer members may not know the club met at the Holiday Inn for many years) so we will NOT meet Monday 1st at the Decatur Club. Yours truly has been asked to emcee the kickoff luncheon and Mayor Paul Osborne will issue the formal community greeting to the large crowd of District 6490 Rotarians expected to attend.

Here's a nice draw - Jonathan Eischen, Rotary Foundation Peace Scholar, selected as one of 60 worldwide to receive this prestigious award and currently studying at the University of Bradford in England, will be one of the featured speakers. A native of our district, Jonathan's experiences since graduating from Tuscola High School have included humanitarian missions to Bosnia and Kosovo and work experiences hosting peace and reconciliation workshops for youth from areas of conflict. Hope to see you there!

With humility,  
Dave Brandon

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"The greatest danger for most of us is not that our aim is too high and we miss It, but that it is too low and we reach It." - Michelangelo

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## Kudos for Kim Lockart

“When I was done, I felt like I had no purpose,” Kim told me after she’d turned over the Golden Rotary Typewriter to me (actually it was digital camera.) Her first meeting after serving her 1-year newsletter stint--for 25 months--seemed to be without its familiar direction. She’s won’t spotlight herself, so I’m glad to do it.

Shortly after joining the club, Dave Brandon asked Kim to take over the newsletter in Fall 2003. As General Manager of Nichols Advertising and Graphic Arts graduate of Parkland College, she was fully equipped to take our newsletter from “basic” to flashy. Her experience at designing and writing for dozens of company newsletters shows through and through. Her first newsletter was while she was the Marketing Manager for a software company. First it was quarterly and 4 pages then monthly and 8 pages. Unless you’ve done it, it’s hard to imagine the grind it can be to keep the message fresh and most difficult: on time.

She set out to:

- Balance the needs of the long-time members vs. the newcomers who needed to learn about all that Rotary does and has available
- Present a “feel” how we are providing community support
- Get the word out on what our committees are tackling
- Save on paper and postage by making it available to most members via e-mail
- Raise the graphic standards to a professional level with “PDF” (Portable Document Format) legible by most varying types of computers

And she did!

Meanwhile she also served Rotary in ways you may not realize. When we collected clothing for Katrina victims, she got her uncle from Boyd Technical to provide a tractor-trailer and drivers to take our first truckload down. Boy, was I relieved! (Nearly every free inch of the Franklin Mall was piled with boxes of clothing.)

Humorous realization for Kim: “I think I took the newsletter more seriously than others did. They just wanted it on time.” We thank you for serving as Rotary’s reporter! I’m pleased to report that Dave Brandon has nominated our newsletter for a Rotary award and with these insufficient words I nominate Kim as well!

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## Newsletter's New Goals

With Kim having achieved the highest standards, where can the newsletter go but DOWN?! Seriously, I hope the quality doesn’t drop too far. In my run up to the newsletter job, I’ve made different sort of goals: technology opportunities and avoiding problems with getting attachments in many e-mail programs. Neither my home nor work email would let the Rotary newsletter “PDF” through for as many months as I can remember! Also, 2-column “portrait” style pages meant scrolling down then back up ...then back down, for each page!

Get the news that’s fit to print... Keeping balance and feel, giving our committees a platform. Make it easier to open with a simple HTML e-mail message so that you can immediately read, “page down” several times and avoid some of the troubles that have plagued some of us with PDF attachments. Make websites and email addresses “clickable” so that you can go right to the next step of viewing the website or responding by email to people presented

Look into the possibility of having Survey software so we can find out how the members view various opportunities

Since e-mail and "HTML" formatting is a patchy standard, please be patient if the newsletter is not legible at the top, I will post a web page where you can see the newsletter without the "codes" and other gobbledygook. Please help me out by contributing news, ads and advice! Thanks- Bill Owen (contact information at bottom)

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### Library Books and Penny Fund

February's speakers honorarium, library books, went to Meridian primary school and in March will go to Mt Zion grade school. February's penny fund of \$213.84 went to Catholic Charities. Be generous in March and sock your spare simoleons into the cup for Salvation Army. Thanks Penn for the info.

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### On The Calendar

#### COMING UP

March 6 Miley Palmer, retired clergyman, will share some funny "Scenes from a Minister's Life" Stay tuned for more fascinating programs with local interest coming up!

March 13 Eric Robinson of the Philip Morris Corporation will tell us of that conglomerate's attempts to change its image and culture.

March 20 Christine Pinckard, District 61 Schools Coordinator for the Dropout Program and Liaison for Homeless Children, will tell us of the district's plans to reach these at-risk children.

March 27 Dr. Nick Vlachos, and Sue Powell, will tell us how the Arts Council will be the site of a very special exhibit this coming May and June. French painter, Eugene Carriere, died 100 years ago. There are three international exhibits recognizing Carriere's accomplishments this summer... Tokyo, Paris, and Decatur, Illinois. This exhibit is a coup for Decatur!

This Rotary meeting will include prints and originals of some of the art, a power point presentation, and a talk by the local collector, Dr. Nick Vlachos, and Sue Powell, our Gallery Director. At the same time, Sue will receive a check for the Arts Center from our club, given by our Grants Committee chairman, Paul Stanzione.

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### MISSED MEMORABLE MOMENTS? (With my micro-summation)

Feb. 6 Gerald W Smith gwsmith@millikin.edu Assistant Prof. of Management gave a cautionary tale of how weak Business Ethics can undercut our free society. If you fear not God, will you fear the demagogue?

Feb. 13 Al Luchetti aluchetti@uiuc.edu told us about how Small Business Development Center has \$85 million in funding primarily for loans (don't ask him for a grant!) and reminds the would-be entrepreneur to finely craft your business plan. But if the plan proves to be a flop (on paper) that's better than losing your shirt for real.

Feb. 20 Bruce Nims in a new role with Millikin answered the question "Can you make someone an Entrepreneur?" with the answer YES... And was ready to sit down! But continue he did with a shocking

statistic: 49% of the surrounding 7 counties fear failing as entrepreneur vs. 20% nationally. How do we foster healthy risk-taking?

Feb. 27 Scott Hastings of Dunlap Tree Farms calls himself an Entre-Manure! But with \$3 million in sales projected to double in 4 years, I'd say he's got the right "stuff" fertilizing his business.

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[Ethics discussion brings to mind 4444 Rotary](#)

Four 4's above stand for the four core lists of beliefs of Rotary. The Four-Way Test is below... do you know the other three lists?

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[The Four-Way Test](#)

From the earliest days of the organization, Rotarians were concerned with promoting high ethical standards in their professional lives. One of the world's most widely printed and quoted statements of business ethics is The Four-Way Test, which was created in 1932 by Rotarian Herbert J. Taylor (who later served as RI president) when he was asked to take charge of a company that was facing bankruptcy.

This 24-word test for employees to follow in their business and professional lives became the guide for sales, production, advertising, and all relations with dealers and customers, and the survival of the company is credited to this simple philosophy. Adopted by Rotary in 1943, The Four-Way Test has been translated into more than a hundred languages and published in thousands of ways. It asks the following four questions:

"Of the things we think, say or do:

Is it the TRUTH?

Is it FAIR to all concerned?

Will it build GOODWILL and BETTER FRIENDSHIPS?

Will it be BENEFICIAL to all concerned?"

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[Annual District Conference to be held in our own back yard!](#)

(We can trumpet our club's longevity at the conference)

Instead of our Monday meeting that week, we will meet Friday May 5 as a part of the district's conference. Have you put the dates in your calendar? Fri-Sat May 5th - 6th District 6490 Rotarians from throughout Central Illinois will gather at the Decatur Holiday Inn Select for the annual conference. The theme for this year's event will be "Bridging the Centuries" and a few of the scheduled highlights will include:

Be part of a hands-on Service Project

Enjoy "Country meets City" Family Night

Talk to the GSE teams that have returned from Poland and China and the Inbound GSE team from Shanghai

Learn about Literacy and the Cardinal Care program

Experience a Youth Exchange Talent Show

Attend the special projects and awards recognition session

Be at the Leadership Academy luncheon

Enjoy the songs of "Four-Wheel Drive"

Stay tuned for opportunities to become involved, make new friends and show east-central Illinois Decatur's 'personal' treasures.

#### District Calendar:

Mar. 4:

- District Team Training, Forsyth Library, Forsyth
- Russian PEP team departs from Champaign

Mar. 24-25 Land of Lincoln multi-district PETS, Crowne Plaza, Springfield

Mar. 25 GSE team departs for Shanghai

Apr. 1:

- Deadline for Award Applications for District Awards to reach Mary Hodson
- Deadline for Presidential Citation Awards to reach DG
- District Assembly, Forsyth Library, Forsyth

Apr. 7-9 RYLA Juniors and seniors, 4-H Camp, Allerton Park, Monticello

Apr. 25 GSE team from Shanghais arrives

Apr. 28-30 RYLA Sophomores, 4-H Camp, Allerton Park, Monticello

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#### Rotary 180 Shirts, Hats and Stuffed Bears

Just like you've seen at the sign-in table, you can order your own hat, shirt etc. with "Rotary 180 Since 1914" logo to wear at the conference at:

[www.cafepress.com/rotary180](http://www.cafepress.com/rotary180) <<http://www.cafepress.com/rotary180>> (with money back guarantee) or call toll free 877-809-1659... There is no "mark-up"; they are sold at cost to our club members on a print-on-demand basis (no inventory or upfront cost either).

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#### Teacher of the Month

Martin Getty presented Jill Reedy, Stephen Decatur Middle School's current Curriculum Coordinator with 9 years of experience. Her peers proclaim: Jill Reedy is a great asset to Stephen Decatur Middle School. She is very knowledgeable concerning literacy and math strategies. Mrs. Reedy is always ready and excited to share these strategies with teams and individual teachers. She is always willing to teach new lessons in classrooms, so that teachers and students can both learn from her. Jill Reedy is involved in many school activities. She goes above and beyond her job.

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#### 2005-2006 Grants

Rotary is dedicated to serving the greater Decatur area, so we maintain a Grants Program designed to support activities which have a beneficial impact on our community, and which will also improve the quality of life. Each year the Grants Committee accepts applications from organizations requesting funding to support specific programs.

Many thanks to Paul Stanzione, Jimmy Sober, Mike Wakeland, Vi Eggers and Susan Keane for serving on the Grants Committee for the 2005-06 Rotary year. The board approved the following recommendations from the committee.

Millennium Movement After school program \$500; Shemamo Girl Scouts "Being My Best" book club \$1,000; Mt. Zion Special Education Class Field trip to gain career opportunities \$250; YMCA Aquatic Splash Program Exposing kids to aquatics \$1,000; Amor and Vida Orphanage in Mexico Window screens \$500; New Generations Torchbearers At risk kids trip to St. Louis museum \$500; Project Success Youth Court implementation \$1,000; Juva Jazz Society Sponsorship of youth jazz artists \$750; Children's Museum Update exhibits \$1,000; United Cerebral Palsy Land of Lincoln Adaptive toys for their lending library \$500; STARR Horseback riding for autistic children \$1,000; Easter Seals Respite program for parents \$1,000; Arts Council PASS for children to attend performances \$500; Baby Talk STEPS Developmental programs \$500; Arts Council Educational assistance for International program \$500; Decatur Day Care Center Van tires \$500; Old Kings Orchard Youth centered mentoring program \$1,000.

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### District Conference Advertising Opportunity

In addition to the printed forms I had distributed at Monday meetings during the past two weeks, I am in receipt of an online version that might be easier to handle:

[http://www.rotary6490.org/news\\_archive/newsletter\\_%20jan.2006.pdf](http://www.rotary6490.org/news_archive/newsletter_%20jan.2006.pdf)

In an effort to defer some of the costs of putting on the upcoming district meeting and to help promote the businesses owned or run by fellow Rotarians we have been asked to offer our members an opportunity to advertise.

Carol Hawkins is in charge of the advertising programs for the District meeting. If you would like to Advertise the Deadline has been extended to end of February. Please call Carol Hawkins at (217) 762-7777 with your inquires and orders.

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### Outstanding Scholar Athletes

In February the Decatur Athletic Council, Ameren IP, and the Rotary Club honored two outstanding Scholar Athletes from MacArthur High School. The inestimable Tony Wilkins introduced and awarded:

Jerry Yotter, son of John and Lori Yotter, an 18 year old senior who is 10th out of 247 in class with a grade point average of 4.91 out of 5.0. As football team captain, 3 year letterman with a coach' award, he's also member of National Honor Society and Illinois State Scholar. His coach, Jed Kennedy said, "Jerry is a perfect example of what we want our student athletes to be... He excels in the classroom, on then field and as a person. Because of his character, Jerry will be very successful in life." Future plans: attend a 4-year university and major in business administration or engineering.

Ashley Cruz, daughter of Tim and Wanda Cruz, an 18 year old senior who is 11th out of 247 in her class with a grade point average of 4.875 out of 5.0. Her sports accomplishments include softball, cheerleading and Big 12 All Conference status. Involved with National Honor Society, Illinois State Scholar, Honor Roll, Peer Mediator, Student Council, Intra-City Student Council and Senior Class President! Her cheerleading coach, Cindy Neff said "Unlike many coaches, I do not select captains, but rely on team members to perform the duties of a traditional captain. Throughout... Ashley has played a great role in leadership... cheerleading, academic achievement and other sports. ...Ashley helps her team shine and motivates everyone to 100%. Team members respect her and she is always ready to assist. I am in awe at the challenges Ashley takes on with spirit and positive attitude. Future plans: attend U of I majoring in Business.

Congratulations to both!

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[Have you read the March issue of The Rotarian?](#)

I'd recommend it! They have a fun new look and lots of interesting tidbits and articles. Feature: Are we there yet? Family vacations don't have to mean cross-country car trips and long lines at Disneyland. Get more out of your vacation time by combining family travel with Rotary service. The back page is where I got the following:

Rotary International's global public image campaign Humanity in Motion is telling Rotary's side of the story. Through television ads, radio announcements, and billboards, the campaign's goal is to increase awareness of Rotary's ideals and humanitarian programs. In particular, Humanity in Motion spotlights Rotary's critical role in the global drive to eradicate polio and educational programs of The Rotary Foundation are shaping a future generation of peacemakers. Are you a member of the media or know someone who is? See if you can help get this message out! Start by going to: <http://www.rotary.org/humanity>

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## PAID ADVERTISING

From one Rotarian to another...

...Your patronage is welcome and your Rotary membership will earn you a 10% discount on any storage rental at the:

Spacecenter Mini Warehouse  
I-72 and Route 48, Decatur  
217/877-7100

Whether storing personal items, business records, or surplus office equipment, mention your Rotary affiliation to take advantage of this offer available to Rotary families.

--Stu and Cindy Ellis, Owners.

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## Newsletter

Chief writer: R. Caine Proofreader: Miss Pelt Emailer: Mail Chimp Robot: Pandora

Newsletter deadline: last Monday meeting of month 1:01 P.M.

Stories preferred: via email [bill@game.fan.org](mailto:bill@game.fan.org) rather than fax 423-6067

Published: by next Monday meeting

So-called editor: Bill Owen 217 454-4525, Franklin Travel, 304 S Franklin St, Decatur IL 62523

[Last word, how many did you invite to Rotary last month?](#)