



**THE GATEWAY**  
**South Gateway Rotary Club**  
 Service Above Self

Week of  
 August 5  
 2010

**PRESIDENTIAL MUSINGS**

Not long ago, Assistant Governor Christine Pochert visited South Gateway Rotary. Following the general session that day she visited with the Board of Directors and gave us a candid impression of our chapter’s strengths and weaknesses. What she presented was a good news/bad news finding. The good news is that we really are a mighty club in spite of our small size and we continue to accomplish and promote noteworthy positive change in our community. We have just added Diana Hess and Travis Hamel as new members and some of our most recent members—Nikki Hutchinson, most prominently –have taken on leadership roles with creativity and gusto. The bad news? Barely anyone outside of South Gateway Rotary knows any of this.

Rotary International’s founder Paul Harris wrote that our success must depend on more than just the one-to-one recruitment of new members: “In the promotion of understanding, it is important to reach large numbers, non-Rotarians as well as Rotarians and you cannot reach large numbers privately.” When you come to the August 5<sup>th</sup> South Gateway assembly, you’ll get much more than a delicious lunch. You’ll get to learn about some techniques that we as a small, mighty club can use to reach the masses in our community in an effective manner that doesn’t break the bank, all courtesy of our guest presenters John Kurdelak and Jamie Stowe of the locally owned copywriting firm *Write Smack Dab, LLC*. And when you come, don’t forget to pick up your set of corn roast tickets. And don’t just write us a check from your own account: sell them to people who need to get to know the Rotarians in our neighborhood!

Want some more inspiration about PR? Visit the official RI public relations page at <http://www.rotary.org/en/Members/RunningaClubInformingTheCommunity/Pages/ridefault.aspx>

Recently our Past President Eme Miller chose to earmark a \$1000 gift from our club in her name to RI’s Polio Plus campaign. Ever wonder how much good this is doing? One of Rotary’s leading benefactors, computer industry pioneer Bill Gates, recently has visited Nigeria and he has seen first-hand the impressive progress we are making toward stamping out polio there. Thousands of members just like you and me have stepped up matching the Bill and Melinda Gates Foundation’s \$355 million contribution with \$141million of our own and the eradication of polio from Nigeria is tantalizing close to becoming a done deal! See

[http://www.rotary.org/en/mediaandnews/news/pages/100728\\_news\\_gatesblog.aspx](http://www.rotary.org/en/mediaandnews/news/pages/100728_news_gatesblog.aspx) for details.

Many hands make light work.  
 Kane Borlin

**DUTY ROSTER**

**August 5, 2010**

Greeter—Tony Byrd  
 Invocation—John Conlon

**ANNIVERSARY IN AUGUST**

**August 2**—Jerry and Ann Longerot  
**August 11**—Emee and Robert Miller  
 August 12—Anthony and Kathy Byrd  
**August 19**—Steve and Charlene Eslinger

**BIRTHDAYS IN AUGUST**

**August 13**—Steve Eslinger

## Programs

**August 5**—John Kurdalak and Gene Stowe: Getting the Most Out of PR  
**August 12**—Bonnie Bazata: Bridges Out of Poverty  
**August 19**—Visit by District Governor, Steve VanScoik  
**August 26**—Jean Parrin: Ivy Tech Workforce & Economic Development  
**September 2**—Kay Clark-Cox—South Bend Medical Foundation Blood Bank

### IMPORTANT REMINDER 1

It is a new Rotary Year and your club dues need to be remitted to our Treasurer Penny Shepard as soon as possible. Please recall that your Board of Directors voted at the June Board meeting to increase the dues from \$130 to \$ 140.

### IMPORTANT REMINDER 2

August is here and there are four Thursdays in August. Be prepared to pay your \$40 meal to Treasurer Penny Shepard as soon as possible.

## MISCELLANEOUS MEMBERSHIP TIPS:

The motto for the last Rotary International year was “The Future of Rotary is in Your Hands.” This is truly the case if we want our club to grow. The individual member is in charge of membership...not the club president nor the district governor. It is up to each one of us. Only we can ask those quality people like the two we just brought into our club...Diana Hess and Travis Hamel.

The quality and quantity of our Rotary club is up to us. If we accept that responsibility and dedicate ourselves to the goal of sponsoring members we know and respect, our club will continue to grow. Again we repeat “The Future of Rotary is in Our Hands.”



