



JULY2013

From the President



Rotary Elevator Speech

Rotarians:

I challenge you again to give us your “What is Rotary ” Elevator Speech.

We come together every week to eat and enjoy camaraderie. But what is our purpose? Do we share common traits, do we each follow the 4 Way Test in our lives, our homes and our workplace? Are we proud of our Club and its accomplishments?

How about creating your 30 second Elevator Speech and when you have the opportunity to invite someone to our Club, it will be second nature to recite it. I look forward to your reply.

CONTEST ALERT!!!!

The first three (3) RCWEP Rotarians who send me your Elevator speech will win a bottle of wine. Speeches must be no more than 30 seconds long. The prizes will be distributed at our Club meeting on the day that you recite your speech to the members.

What is A Rotary Club?

A grass-roots organization consisting of business professionals and community leaders that volunteer time, talent & resources in order to remedy vital community needs. Over 1.2 million members worldwide...

Individual Rotary clubs belong to Rotary International. Individual members, or Rotarians, belong to a club. The club is where most of Rotarians' meaningful service work is carried out. Clubs can be engaged not only in their communities, but also internationally. Rotary International is also present in most social networking sites. What Rotarians get out of Rotary depends largely on what they put into it.

Our Club's Service

We identify community needs locally, nationally and overseas, then leverage our resources to enable solutions. Naturally, this is why the Club relies heavily on its members and community support to achieve its goals. New members bring new energy, resources, and generally help the Club to achieve much more. Whether a member is participating in a Club project, creates a project that the Club/Board agrees to support or the Club (as a whole) supports The Rotary Foundation, there are many ways that we can Serve the Community

MEET OUR MEMBER— ROSE GONZALEZ



Rose Gonzalez is a Vice President, Manager at WestStar Bank and celebrated her 10 year anniversary with the bank. She received her Bachelor's in Business Management from The University of Phoenix. Rose is a 32-year veteran of the financial services industry. She is an active member of the Del Norte Finan-

cial Women of Texas, Board Member of Junior Achievement, recently nominated into The International Women's Leadership Association, and a member of Rotary for seven years. She served as President of the Rotary Club of Northeast El Paso 2010-2011.

FROM YOUR EDITOR—BEATE

I would like for us to get to know each other—Better Friendships—so please I invite each of you to submit your photo and bio to me. Thanks! This is our newsletter.

RECRUITING MEMBERS

When it comes to recruiting club members, there are almost as many ideas as there are Rotarians, which is not surprising considering Rotary's diversity.

There are some universal themes that come up again and again. Others capitalize on new technologies and communication methods, or are targeted at expanding Rotary's demographic reach. Below are 10 tips from Rotarians for increasing membership:

1. Invite friends, colleagues, or neighbors to participate in one of your club's projects.
2. Keep a supply of the Start with Rotary [postcards](#) and [wallet cards](#), and give them to potential members.

3. Encourage prospective members who live outside your geographic area to visit the RI Web site, view membership videos, and [complete a prospective member form](#).
4. Ask your district membership chair to contact qualified candidates who have come to the district's attention through an online referral.
5. Talk with potential members about Rotary's humanitarian work, including programs like [PolioPlus](#). Mention the Bill & Melinda Gates Foundation's involvement in the polio eradication effort through [Rotary's US\\$200 Million Challenge](#).
6. Invite professional women in your community to one of your club meetings. Initiate projects that focus on women's issues, and invite prominent women in the community to participate, speak, or lead.
7. Maintain contact with all local [alumni](#) of Rotary's educational and service programs, and organize events for them. Work with qualified candidates to help them join your club.
8. Advertise special programs or projects on social networking sites such as Craigslist, Facebook, LinkedIn, or Orkut, and invite visitors to your club meetings and events. Learn about [RI's official social networking pages](#).
9. Sponsor an open house (or an open meeting with a special guest) that caters to a demographic group or classification that isn't represented in the club.
10. Maintain a Web site for your club so that interested individuals can easily find out who you are, what you do, and what inspires you.

And Remember—**ROTARY MEMBERSHIP IS FUN!**



TED HOUGHTON, JR. GUEST SPEAKER FOR July 29

Ted Houghton is a commissioner of the Texas Transportation Commission, which oversees statewide activities of the Texas Department of Transportation. Gov. Rick Perry appointed him in December 2003 and reappointed him in February 2009. He was appointed Chairman of the Commission in October 2011, a position that was previously held by Deirdre Delisi, who joined the presidential campaign staff of Gov. Rick Perry.

Friends and colleagues say his behind the scenes work was crucial in securing approval for Spur 601, a \$360-million project that helped pave the way for the staggering \$5-billion expansion of Fort Bliss. Houghton's work was also crucial in securing almost \$80 million to widen Transmountain Road in West El Paso, part of an overall plan to complete El Paso's outer loop.

"Ted has been the driving force in El Paso receiving hundreds of millions of dollars in funding for new highway construction and improvements," says fellow businessman J. Robert Brown.

Rick Francis, chairman of WestStar Bank, and long time friend says, "One phone call and things happened; it was amazing. His importance cannot be overstated."

Houghton is a fourth generation El Pasoan. His father was executive vice president of the original State National Bank and, before that, was president of Price's Creameries. Ted spent high-school summers working on the family farm 90 miles north of Amarillo, and graduated from Coronado High School in 1970. He went on to earn a business degree from the University of Texas at El Paso.

Houghton is self-employed in the professional fields of financial services, executive benefits, and estate planning. He is the first resident of El Paso to serve on the commission.

He has served on the School Land Board. He also served for eight years on the El Paso Water Utilities Public Service Board. For El Paso's Rapid Transit



Board, he served as vice president, chair of the public relations and communications committee, and treasurer of the political action committee. He also served on the board of directors of the El Paso Electric Co. and as president of the Sun Bowl Association. He was a member of the 1984 Los Angeles Olympic Committee.

He is married to Hettie Cardon Houghton and they have five children — Jennifer Houghton Lindsay, Edward V, John, Michael, Chris Houghton.

"Ted is a great El Pasoan," County Judge Escobar says. "He is someone who is always thinking about our future, about how to make us competitive, about our assets and how to take full advantage of them, and, more importantly, about the families and people in the community. His work has been transformational. And despite the very high profile leadership position he has been given, he has always been El Paso-centric and humble - has always wanted to just ensure that El Paso gets the best it possibly can."

AUGUST SPEAKERS

JULY 22 MEETING



August 5 District Governor, Christopher Kit Thurman



August 12 Emma Schwartz- Medical Center of the Americas



August 19 Dave Speelman (aka Doppler Dave KVIA)



August 26 Niger Holman- Rotary Experience

Goal—100% Attendance!



Service above Self

Rotary Club of West El Paso

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