

LA MESA



Rotary Club



Rotaract



Interact



Friendship Exchange



RYLA



Youth Exchange

"SERVICE ABOVE SELF"

La Mesa – Volume 47 – Number 17 – January 25, 2010

www.rotarywestelpaso.org - Club # 1342

New Rotary Theme for 2010-2011 *(from RI Website)*



After taking the stage to the tune of "California, Here I Come," RI President-elect Ray Klinginsmith announced the 2010-11 RI theme, *Building Communities -- Bridging Continents*, during the opening plenary session of the 2010 International Assembly . Klinginsmith said he arrived at the theme after reviewing RI themes of years past. He noticed that only a few spoke to non-Rotarians.

"As a result, I decided to search for a briefly stated theme that would fulfill two objectives: the first to explain Rotary to non-Rotarians, and the second to validate our work for Rotarians," he said. "The words I have selected to describe Rotary's current mission and to highlight our achievements are what we do best: *Building Communities -- Bridging Continents*. "

The president-elect described how his 50 years of Rotary experience have contributed to his focus on communities at home and abroad. For example, as a Rotary Foundation Ambassadorial Scholar, he studied for a year in South Africa, becoming the first student from his small town of Unionville, Missouri, USA, to study abroad. The timing of the theme announcement, which took place in the evening, was a break in tradition from past assemblies and a reflection of Klinginsmith's willingness to embrace change. He encouraged district governors-elect to reexamine traditional procedures that were no longer best practices and to begin new traditions where appropriate.

He also paid homage to Rotarians of the past who helped raise Rotary to a place of prominence on the world stage. He urged district governors-elect to meet the past RI presidents and other former officers in attendance to deepen their connection to Rotary's past.

"I love it," says Governor-elect Robert Martin, of District 5020 (British Columbia, Canada; Washington, USA). "I'm going to be promoting Rotary pride in our district next year, and Building Communities -- Bridging Continents is something we can all be proud of."

Opportunity to be a Judge - (Request from our Youth Services Director - Gail Gale)

As you know the **Four Way Test Writing Contest** is coming up, and at the end of February when all of the entries come in, we need a volunteer committee to judge and place the entries which will probably take place or at least begin on at the Feb. 22nd meeting. Our top entry has to be submitted by March 13th. (See contest rules below.)

"4-Way Test Essay Contest Announcement - Rotary District 5520"

1. Only **eighth grade** students are eligible to enter this competition.
2. Your club committee should contact the principal, language arts teacher, and/or councilor in each middle school in your club's area and provide information on the **4-Way Test** with the criteria and guidelines for the competition.
3. The theme for the **2009/2010 4-Way Test Essay Contest** is **"How Can Applying the 4-Way Test, in My Life Now Influence My Future?"**
4. The essay must consist of 300 to 500 words, with a separate cover page including the student's name, school, town, and sponsoring Rotary club. (Students can use computer, type or handwrite the essay. The essay writing should be completed at one sitting of 60-90 minutes.
5. Even though grammar, punctuation, and spelling are taken into consideration, thought and content are the main criteria for choosing a winner.
6. Each participating Rotary club should have a 1st, 2nd, and 3rd place winner to be honored at a club meeting or banquet. The winners should be awarded cash prizes and plaques or certificates with family members and school faculty present.
7. Submit only the best essay to the district **4-Way Test Essay Contest** coordinator by March 13, 2010 by mail or email.
8. The district winners will be honored with cash prizes and plaques at the District Convention May 6-9, 2010 in Santa Fe.

District 5520 4-Way Test Coordinator:
Jill McQueary: jmcq2@yahoo.com
Home Phone: (505) 326-0187 / Cell Phone: (505) 860-5165
Mailing Address: 4429 Bella Vista Circle, Farmington, NM 87401

The other event that has come up that needs volunteers is Science Fair Judging. On Friday, January 29th, the judging will take place from 12:30 -4 p.m. for projects from 7th-10th grade students. Interested volunteers can call Scott Anderson (Science Teacher) 915-504-9375 (cell-leave message with phone number) or email him at sanderson@burnhamwood.org to volunteer at Da Vinci -- 785 Southwestern Blvd.

Spotlight on our "Independence Day" Parade Committee Chairman - Jesse Allen



Jesse Allen

Jesse is CIO of the Reuel Group, Inc., a political consulting company specializing in voter targeting and polling. He oversees all technical activities of the firm, which are focused on on-line information systems that support election campaigns. He holds a BS in Mechanical Engineering from UT El Paso, and an MS in Computer Science from New Mexico State University. Jesse grew up in El Paso and met his wife Ann, while attending UT El Paso. Together, they have two sons, Zachary and Byron. Jesse has been a member of the Rotary Club of West El Paso since 1990, and has held almost every office in the club, including President in 2008-2009. He has served as the Parade Day Coordinator for many years, and has agreed to serve as Parade Committee Chairman for this year's event. Thank you Jesse for "stepping up" once again, and for your many years of dedicated service to the Rotary Club of West El Paso. We salute you!



This year's Independence Day Parade will be held on Saturday, July 3, 2010. The Parade Committee, consisting of Jesse Allen, Chava Gonzalez, LuAnn Wieland, Lorraine Huit, Sandy Boswell, David Veloz, Marisa Guererro, and Carey Beamesderfer met on Friday, January 22 at JB's Cafe to begin the process of organizing and coordinating the event. Additional committee members will be added as the planning process continues. The next meeting of the committee is scheduled for February 19th. This year will be our 14th consecutive year for this major club event.

Looking Forward in 2010

March 4-7 – PETS Conference (Albuquerque, New Mexico)
April 16 – 21 – Philippine GSE Team Visit (El Paso, Texas)
May 6 – 9 – District Conference (Santa Fe, New Mexico)
June 20 – 23 – RI Convention (Montreal, Quebec, Canada)

Upcoming Club Events

January 25 – Monday – Bill Blaziek – Gen Mgr, SMG/El Paso Conv Center & Visitors Bureau
February 1 – Monday – Emma Schwartz – Exec Dir – Medical Center of the Americas Foundation
February 8 – Monday – Bob Cook – President/CEO – REDCO
February 12 – Friday – Board Meeting – UBS Office – 7:30am

Websites:

Rotary Club of West El Paso - www.rotarywestelpaso.org

Rotary District 5520 - www.rotary5520.org

Rotary International – www.rotary.org

eClubOne – www.rotaryclubone.org

The 4- Way Test of the things we think, say or do:

1st - Is it the TRUTH?

2nd - Is it FAIR to all concerned?

3rd - Will it build GOODWILL and BETTER FRIENDSHIPS?

4th - Will it be BENEFICIAL to all concerned?



and 5th – Will it be **fun**?

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Officers & Directors of the Rotary Club of West El Paso

President: LuAnn Wieland

Vice-President: Bob Peterson

President-Elect: Lorraine Huit

Executive Secretary: Carey Beamesderfer

Treasurer: Joanne Latimer

Sergeant-at-Arms: Marisa Guerrero

Immediate Past President: Jesse Allen

Director – Club Services: Sandy Boswell

Director – Community Services: Marcos Lizarraga

Director – International Services: Chava Gonzalez-Barney

Director – Public Relations: Jim Weddell

Director – Vocational Services: David Veloz

Director – Youth Services: Gail Gale