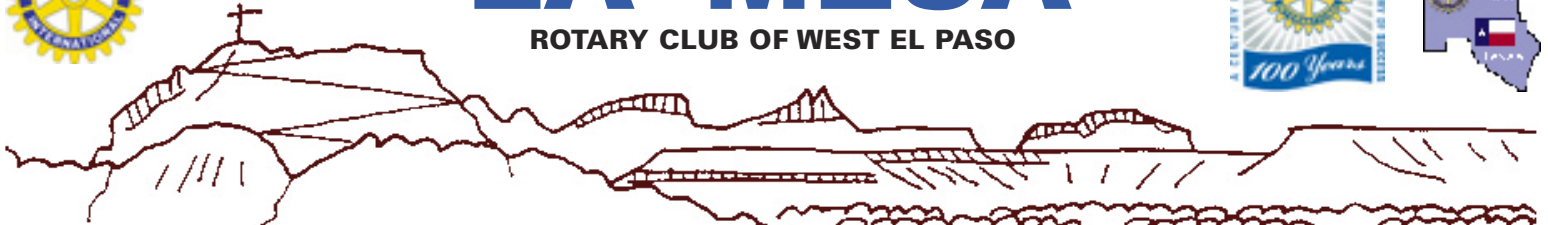




LA MESA

ROTARY CLUB OF WEST EL PASO



VOLUME 41 Number 25

April 11, 2005

April, 11

Susan Austin

Incumbent, District 1

Anthony Cobos

Incumbent, District 8

April, 18

Roy Gray

Candidate, District 1

April, 25

Rick Shector

Candidate, District 1

Rotary Websites

Rotary Club of West El Paso:

www.rotarywestelpaso.org

The IOS Futures Golf Classic:

www.elpasofutures.org

Rotary District 5520:

www.rotary5520.org

Rotary International:

www.rotary.org

eClubOne:

<http://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?"



Zoo Education Center Matching Grant Update

By Rick LoBello, President - Rotary Club of West El Paso

Thanks to David Driscoll, we are very close to completing our matching grant project with the Juarez Industrial Club to benefit the new education center at the El Paso Zoo. The facility will be included in the Africa expansion project at Dudley Field and will be adjacent to the new entrance and Zoological Society Office in the same area.

Our \$2,500 contribution was matched by Juarez Industrial. Districts 5520 and 4110 (Mexico) combined to match the \$5000. With the Rotary Foundation matching with another \$5,000 a total of \$15,000 will be used to supply the Zoo with furniture and equipment for a computer-learning center.

Rick LoBello will be reporting to the club later this year when the con-

tracts go out to bid and the new Africa exhibits are finalized. In the meantime Rick thought you would like to learn more about some of the conservation activities he is working on at the Zoo.

Here is a summary of what he has going on now. It is called Project Knowledge.

The Education program at the El Paso Zoo is encouraging people to get involved with wildlife conservation, both locally and around the world.

Over the past three years, zoo visitors have donated hundreds of recycled cell phones to benefit the protection of endangered Sumatran elephant habitat in Indonesia and helped restore wetlands habitat at Rio Bosque Wetlands in El Paso's Lower Valley.

Other projects include Pennies for Parrots where schoolchildren donate pennies to help endangered thick-billed parrots in Chihuahua, Mexico and Mexican wolf educational activities to help gain public support for Mexican wolf reintroduction in Arizona and New Mexico.

Recently, zoo

see **Zoo...** on page 3



A zoo visitor colors flash cards for students in Rwanda.



Sonny Brown Business of the Year Award Recipients Announced

District 5520 Governor Rick Akins proudly announces the selection of the recipients of the first annual Sonny Brown Business

of the Year Award. The award was established to recognize businesses in New Mexico and West Texas that exemplify high ethical standards in their business or profession as set forth in the Rotary Four-Way Test and Declaration for Rotarians in Businesses and Professions.

Each Rotary Club in the District was invited to submit a nomination for this award on the basis of their nominee having exhibited high ethical standards with those essential characteristics in customer service, care of their employees, and their concern for and activity in their respective communities.

Based on the total number of employees, the following companies were selected as recipients and will be recognized at the District Convention at the Tamaya Resort near Albuquerque during the Saturday, April 30 luncheon.

Glover Farms, 131 NE Bookout, Tularosa, NM, sponsored by the Rotary Club of Tularosa, is the recipient of the Small Business Award. Owners are Johnny E. Glover and Jay B. Glover. The company produces pecans, offer harvesting services, and provides value added pecan products in their retail store.

First National Bank of Las Vegas, NM (FNB), sponsored by the Rotary Club of Las Vegas, is the recipient of the Medium Business Award. Owners are Mr. and Mrs. Ray Litherland. FNB is a leading banking institution in Las Vegas.

Helen of Troy, Inc. with home offices in El Paso, TX, sponsored by the Rotary Club of El Paso, is the recipient of the Large Business Award. CEO and President is Jerry Rubin and his wife Stanlee is a member of the Board of Directors. The company designs, produces and markets brand-name consumer products. Helen of Troy is title sponsor of the Vitalis Sun Bowl.

All of the sponsoring Rotary clubs will honor the companies they've nominated in their respective communities.

Charlie Wakeem
District 5520
Vocational Service Chair

Reprinted from the April, 2005 Edition of The Southwest Rotarian, Rotary District 5520's newsletter.

PETS Expands To Include Other Officers

The President-Elect Training Seminar, better known by its acronym PETS, held this year in Ruidoso on the last weekend of March, expanded to include President-Elect-Elects (teasingly known as PEEs at the conference) Secretary-elects and Treasurer-elects.

Attending from our club was President-elect Jim Maxon, President-elect-elect Ric Ligner and Secretary-elect Jesse Allen.

The conference began Thursday night with the Lt. Governors (LGs) and Asst. Governors (AGs) taking the club officers they would represent to separate restaurants in town. There, ideas were shared on what goals the clubs hoped to achieve.

On Friday morning, Governor-elect Rick Adkins introduced everyone to his team of LGs and AGs as well as his "calendar-boy" Bob Peterson. Bob will be coordinating Rick's club-visit schedule throughout the coming year.

Rick then unveiled RI President-elect Carl-Wilhelm Stenhammar's theme for next year: *Service Above Self*. Believe-it-or-not, Rotary year 101 will be the first time Service Above Self has been used as a theme.



SERVICE Above Self

Everyone then broke up into pre-arranged groups, rotating through a series of 4 meetings: Membership, Leadership, Foundation and Rotaract/Interact/Ryla. The Secretaries and Treasurers had their own special session and chose three of the other 4 for the rest.

The afternoon ended with LGs, AGs and PEs met to discuss the districts plans and objectives for the coming year.

see **PETS...** on page 3

April Birthdays

Rich Sandenaw	9 th
Lorraine Huit	11 th
Dana Vogelmeier	11 th
Dave LeMone	16 th
Caz Swier	16 th
Doug Borrett	19 th
Jim Maxon	22 th
John Morrison	26 th

April Membership Anniversaries

Fqwi "Dqt tgvv" 0"0"0"0"0"0"0"0"0"0 ; {tu
Tqp "Hwvtgnn" 0"0"0"0"0"0"0"0"0"0 8 {tu
Lqjp "J cnxqtugp" 0"0"0"0"0"0"0"0"0"0 53 {tu
Nqt tckpg" Jwkv 0"0"0"0"0"0"0"0"0"0 ; {tu
Tke "Nkipgt" 0"0"0"0"0"0"0"0"0"0 : {tu
Dknn "Oqvvpigt" 0"0"0"0"0"0"0"0"0"0 57 {tu
Dctv "Qingud" { 0"0"0"0"0"0"0"0"0"0 34 {tu
Dqd "Uk o qpgv" 0"0"0"0"0"0"0"0"0"0 3 {tu

Zoo... *continued from front*

youth volunteers joined students in Columbus, Ohio, on a special project to help schoolchildren in Rwanda. Initiated by the Columbus Zoo's Partners in Conservation in 2003, Project Knowledge was established in response to a request by Rwandan teachers to help them teach English. The project in-



English and Kinyarwanda flashcards facilitate children's ability to read and write.

volves making flash cards representing words in English and Kinyarwanda to facilitate children's ability to read and write. Over the past few months, zoo volunteers have been encouraging zoo

visitors and groups to help make the cards in the Cisneros Paraje classroom on the weekends and at special events.

For more information on how to get your group involved, call 521-1881.

The goals of this program are to initiate educational experiences that increase public awareness about the people, cultures and mountain gorillas of Rwanda, Uganda and the Democratic of Congo; and, raise money to benefit the indigenous people and wildlife. In addition to the El Paso Zoo and the Columbus Zoo, Partners in Conservation members include the Cleveland Metro Parks Zoo, Cameron Park Zoo, Denver Zoo, Kansas City Zoo, Lincoln Park Zoo, Little Rock Zoo, Oklahoma City Zoo, Philadelphia Zoo and Pittsburgh Zoo.

For more information on the zoo, visit www.elpasozoo.org.



President-elect Jim Maxon smiles for the camera at this year's PETS.

PETS... *continued from page 2*

That evening, all gathered for a fancy dinner. Only the PEs were required to "dress-up" since their pictures were taken for next year's District Guide, but everyone showed up looking pretty.

After dinner, Sonny Brown introduced the evening's speaker, Past Rotary International Vice President Lou Piconi.

Lou, an Italian-American from Pittsburgh, PA (thick regional accent included), began by telling how his year as club president began with the threat of the club losing its charter.

It seems his club had only 12 members and had never become involved in any of the avenues of service.

Given only a few months to turn things around, his club turned to humor as a way to not only get the members motivated, but as a way to recruit new members.

By year's end, the club had more than sixty members and had been more active in the areas of service than any other club in the district.

The conference ended Saturday morning with training on how to utilize all of the areas of the district's website.

OFFICERS

President	Rick LoBello
President Elect	Jim Maxon
Vice President	Leah Masters
Secretary	Ric Ligner
Treasurer	Jesse Allen
Sergeant at Arms	Joe Daubach
Past President	Chet Morgan

DIRECTORS

Club Service (A)	Ken Slavin
Club Service (B)	Gary Mundy
Vocational Service	LuAnn Wieland
Community Service (A)	Fran Timbrook
Community Service (B)	Teresa Cavaretta
International Service	Lorraine Huit

DISTRICT GOVERNOR

Rick Akins

NEWSLETTER EDITOR

Jim Weddell

La Mesa is published by the Rotary Club of West El Paso, Inc. To subscribe send an e-mail to eligner@elp.rr.com with "Newsletter Subscription" as the subject.

MEETINGS

Monday: Holiday Inn - Sunland Park, 12 PM

EL PASO MAKEUPS

Tuesday: East El Paso, 12 PM

Airport Hilton

Wednesday: Sunrise, 7 AM

Sunland Park Holiday Inn

Vista Hills, 12 PM

Vista Hills Country Club

Thursday: El Paso, 12 PM

1st Presbyterian Fellowship Hall

Anthony, 12 PM

Dos Lagos Golf Club

Franklin Mountains, 5:45 PM

Sunrise Center Furr's Cafeteria

Friday: Northeast, 12 PM

Sunrise Center Furr's Cafeteria

JUAREZ MAKEUPS

Tuesday: Juarez Sur, 2:30 PM

Campestre Juarez

Wednesday: Cd. Juarez, 1:30 PM

Campestre Juarez

Juarez Chamizal, 2:00 PM

Rest. Barrigas Monumental

Juarez Americas, 3:00 PM

Campestre Juarez

Juarez Frontera, 7:30 PM

Rest. Viva Mexico

Thursday: Juarez Paso del Norte, 2:00 PM

Campestre Juarez

Juarez Empresarial, 2:30 PM

Rest. Barrigas Mon.

Friday: Juarez Industrial, 2:00 PM

Campestre Juarez

Juarez Ejecutivo, 2:00 PM

Mision de Los Lagos

Juarez Norte, 8:30 PM

Casino Juarez

Juarez Oriente, 9:00 PM

Hotel Holiday Inn

Rotary International President to lead conference on improving literacy

(Istanbul, Turkey — 9 April 2005)

Rotary International President Glenn Estess, head of one of the world's largest service organizations, will meet with local business and professional leaders to discuss solutions to illiteracy in Turkey and throughout the world, during a Presidential Conference 9 April in Istanbul.

Rotarians have collaborated with the First Lady of Turkey, Mrs. Semra Sezer, to develop guidelines to fight adult illiteracy throughout the country.

"More than two billion people cannot read or write, so they lack the most basic skills to qualify for meaningful employment," Estess said. "I have seen how children's lives in Turkey, Bangladesh, Thailand, and other countries have been dramati-

cally improved by successful literacy programs, such as the concentrated learning encounter method pioneered by Rotarians. We must commit ourselves to improving literacy rates."

Concentrated Learning Encounter (CLE) programs utilize literacy immersion techniques in which students do increasingly difficult written and spoken language exercises in groups.

Nearly 280 teachers have been trained to teach adult CLE classes to 3,600 illiterate residents. In addition, the Turkish Army has recommended that CLE is the best way to teach illiterate privates. Each year approximately 25,000 privates receive this education.

The 7,200 Turkish Rotary club members are committed to educa-

tion. Aside from the efforts to promote literacy, Turkish Rotarians are building a 50,000 square ft high school building that will be donated to Turkish Ministry of National Education. The building will be dedicated on Friday, 8 April at 15:00.

Mr. Estess leads Rotary International's 32,000 clubs in 167 countries as the organization celebrates its Centennial year. The organization started in Chicago in 1905.

Rotary's top philanthropic goal for its Centennial is to eradicate polio worldwide. Since establishing the PolioPlus program in 1985, Rotary members have helped to immunize more than two billion children in 122 countries, and have contributed more than US\$500 million toward a polio-free world along with countless hands-on volunteer hours.