



# LA MESA



ROTARY CLUB OF WEST-EL PASO

VOLUME 43 Number 5

August 21, 2006

## August is MEMBERSHIP Month

**August 21**

**Debbie Gilbert**

*Outrageous Fortune  
Theater Company*

**August 28**

**Frank Devlyn**

RI PRESIDENT 2000-2001

*If You Love Rotary*

## MEET FRANK DEVLYN

*A conversation with 2000-01 Rotary  
International President Frank J. Devlyn*



**F**rank J. Devlyn is a free-wheeling, expansive entrepreneur. One topic leads to another, especially when he's speaking about Rotary. He segues easily from subject to subject, whether he's speaking English or Spanish. On the late-April morning of our interview, he's finishing up an animated conference call to Mexico, two speaker-phones sounding, as he responds to an invitation to participate in a televised forum about urban violence and crime prevention.

border city, and opened a small optical shop. "It was a typical mom-and-pop operation," says Frank. "I grew up in the family business, and worked in the store every day after school. I still remember the day when, at age nine, I made my first pair of eyeglasses."

"I think I inherited from my father the desire to expand our single shop to become a small optical chain. Working closely with my father, we opened additional stores." When Frank turned 22, his father died. By that time, the Devlyns had opened their seventh optical shop. Frank then had to lead the family business with the help of his mother and two younger brothers. In both hard times and good times, the Devlyn chain of optical stores has continued to expand. Today there are more than 400 stores in the Devlyn Optical Group, the largest retail optical company in Latin America, with branches in Mexico, Colombia and Guatemala.

Frank knows exactly what to credit for the company's rapid expansion: "Advertising and marketing," he says, "made the company what it is today. Our goal

Raised "on the border" between Mexico and the United States, Frank proudly describes himself as bicultural. "As a youngster and student, I spent time in both countries every day," he says. "Home was in Juarez, Mexico, where my mother's family came from, and I went to school in El Paso, Texas. I experienced both cultures intensely every day of my life, and was immersed equally in them."

Frank's father, Frank Devlyn, Sr., a World War I veteran of Irish descent, came from a small town near Chicago, Illinois. Frank, Sr., was an optometrist, as is Frank's mother, Nelva. After they married, they moved to Nelva's northern Mexico hometown of Juarez, Mexico's largest

## NEW MEMBER PROPOSAL

**A**s a service club that looks to help people in need and improve our community, the rotary Club of West El Paso is always looking for new members who can contribute to our efforts and join us in fellowship. Listed below is our latest proposed new members.



If you have an objection to the proposed new member, please inform a Board member within ten days from this publication. If no one objects, the proposed new members will be invited to join us.

Proposed new members:

### **Robert Garcia**

Classification: Fire Fighter  
Proposed by Ron Futrell

### **Chris Lujan**

Classification: Funeral Director  
Proposed by Ric Ligner

◆ was to make 'Devlyn' a household word for optical goods in Mexico, and we clearly succeeded. For example, we were a pioneer in television advertising."

In growing the family business, Frank learned the value of marketing and applied the insights he acquired while attending the University of Texas at El Paso and I.P.A.D.E., a prestigious business school in Mexico City. "Advertising and marketing are essential. Of course, you must have a good product, good service and good people as the foundation, but advertising and marketing fuel growth."

Frank credits some simple but practical learning experiences for helping unleash his business success. "When I look back on my youth," he says, "I can identify certain basic skills that helped me immensely to succeed. First was learning to type at age 12. It was a practical, useful skill. And a typed letter in English from someone in Mexico made the writer stand out, so typing helped me advance. I became an optical distributor at age 16." Public speaking classes added to my communications skills and helped to increase my self-confidence. It also opened doors for me outside of the business world."

### **The 4-Way Test**

Members of Rotary International use a simple test to guide their actions in life. Here it is:

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

- 1<sup>st</sup> Is it the TRUTH?**
- 2<sup>nd</sup> Is it FAIR to all concerned?**
- 3<sup>rd</sup> Will it build GOODWILL and BETTER FRIENDSHIPS?**
- 4<sup>th</sup> Will it be BENEFICIAL to all concerned?"**

Traveling and observing how business operates worldwide have helped him immensely and have presented opportunities to make all kinds of business connections that have been beneficial to the Devlyn Group.

His gregarious nature helped, too. "I've been able to cultivate friendships and acquaintances at all levels of society, including business, community, religious, media and political leaders. I do the same in Rotary."

As testament to his prodigious networking ability, Frank sits on the boards of numerous national and international groups. He is frequently asked to serve in a public capacity, such as the invitation from a Mexican TV network mentioned at the beginning of this article. The televised forum on urban violence for which Frank would serve as moderator would feature the six candidates for the presidency of Mexico. "I know them all," he says matter-of-factly, no trace of boasting in his voice.

"People often describe me as PR-oriented, and I suppose they're right. I believe strongly in public relations, whether for business or any other cause, including Rotary. When my daughter, Melanie, was in college, her school invited international personalities as guest speakers at major world affairs seminars — something that had not been done before. I was surprised that the university and student leaders asked me to be one of its PR persons and greet these personalities." Frank met Ronald Reagan, Mikhail Gorbachev, Alexander Haig, Jeane Kirkpatrick and other major international political figures.

Frank seems to be hard-wired for inquisitiveness. "I like to know how things work, what impact they can have. I'm a constant student, always looking to learn something and apply it to everything else in life. I try to see possibilities and opportunities in everything, failures as well as successes."

Frank enjoys reading biographies and autobiographies. "I read the lines — and between the lines. I like to learn how and why individuals became successful — or why they failed. It doesn't matter if they had careers in business, politics, science or any other field."

"Wherever I travel, I look for Rotary successes that can be shared, whether they apply to service projects, club programs or membership development. One of my constant goals as a Rotarian is to take success stories to other clubs. In my year as president, that will continue to be a priority."

He joined the three-week old Rotary Club of Anáhuac in Mexico City when he was 29. "I doubt at that time, the larger clubs in town would have invited a businessman of my age." He served as the club's third president. In September, Frank will celebrate 30 years of perfect attendance.

Club projects, too, must be meaningful to members. "They want to know that they are helping to make a difference."

President Frank believes that for Rotary, change is both necessary and inevitable. "To face the new century, Rotary must change. It's the hardest thing in the world to accomplish, but it must be done. Rotary must change with the times, but ◆

◆ change with the dignity that our organization requires."

His blueprint for Rotary in 2000-01 is characteristically ambitious. Its framework is in the list of key emphases to which he often refers. To help Rotarians carry out the mission for 2000-01 and give meaning and life to the theme of Create Awareness — Take Action, Frank has appointed 20 task forces. Each one focuses on work that Rotary clubs worldwide are doing today, he says. Each one has "a specific reason for being," well-defined goals and a plan of action. They are asked to be "proactive," one of his favorite words.

He's a booster of technology. He casually ticks off a short list that he will be promoting and which he feels will help the organization: satellite TV, e-mail, the Web, videoconferencing — and videoconferencing on the Web. "We must make greater use of the Internet in all areas of our service," he argues. As president-elect, Frank launched his own Web site — now linked to the R.I. Web site — as a fast, effective way to communicate with his team of governors, club presidents and committee and task force members. According to Web master and Rotarian Harriett Schloer of Bend, Oregon, U.S.A., the site registers more than 2,500 visits a day and the number is growing fast. Following I.B. Tom Sutton (1928-29) and Carlos Canseco (1984-85), Frank is the third R.I. president from Mexico. Past President Carlos, Frank's Rotary friend and mentor for many years, has high expectations for the 2000-01 year. "The dedication and commitment that Frank has given

to Rotary is known worldwide," says Carlos, "especially in Mexico. There is no better qualified Rotarian to occupy the presidency of Rotary International at the start of a new century."

These life lessons — or at least the underlying principles — can often be applied to Rotary, he believes. "Why do some clubs achieve success and others not? Why do some clubs have successful projects and healthy membership growth, and why do others just spin their wheels?"

Frank describes joining Rotary as "a turning point in my life," and he brought to Rotary the same energy, determination and

forward-thinking that were hallmarks of his business career.

"I think my personal experience in my Rotary club influences my emphasis today on reaching out to younger people. I'm committed to that. It bothers me that Rotary clubs today can't seem to attract younger people, or — even worse — don't want to try. We can't forget about bringing in older candidates to clubs, of course, but we must reach out to young people. More than that, we need to reach out to every social and ethnic group in our communities.

"How is Rotary going to adapt to the 21st century? The overriding challenge that we face today is to make Rotary meaningful in the new century, at all levels.

"Look at the most basic level, club programs. Programs must have the result that members and visitors will say, 'I'm glad I came to that meeting.'"

Frank believes that weak programs are symptoms of weak clubs. Programs should be learning experiences and meaningful to new and longtime Rotarians.

"I learned something from the first Rotary club meeting I ever attended. Forty years ago, my brother, Jesse, and I were in Sulphur Springs, Texas, visiting a major supplier for the company, and went as his guest. We noticed some aspects of Rotary that still ring true: the friendliness of everyone in the club and the fact that the members were all outstanding representatives of their vocations. The program was about insurance fraud and how it was investigated. I didn't know anything about Rotary at the time, but I remember saying to myself, 'I learned some- ◆

### TAILGATE PARTY TO BE HELD ON SEPTEMBER 30TH

**M**ake plans now to attend the West El Paso Rotary Tailgate Party to be held on September 30th in the Sun Bowl parking lot prior to the UTEP and NMSU game. The cost is \$27 per person (\$15 for the game ticket and \$12 for the food and party). Participants should be there by 5:30 PM; the game itself starts at 7:05 PM. Please register as soon as possible to assure that a ticket will be available for you. To find the party, look for the banner on the tent in the parking lot. For more information, contact Chet Morgan at 584-8683.



♦ thing today."

If Rotary is to continue its major contributions to the human family, the organization must grow. "Membership development will be a key focus of my year. That's why I'm starting the 21st Century Challenge and encouraging recognition of those Rotarians who bring in new members. We need to cultivate a new 'missionary spirit' where Rotarians identify and bring in new members." As an example to other Rotary club members worldwide, Frank has sponsored many new Rotarians outside his own small club — one of about 70 in the Mexico City area — since 1970. For years he has been recommending for possible membership many people he meets whom he believes have the qualities Rotary clubs are looking for in their members.

"I like to think big," he says, adding that "it doesn't cost any more" to think big than to think small. "I know this bothers many of my conservative friends, or raises eyebrows, but you need big plans, big dreams to spur major accomplishments."

Frank sees obvious areas in which to apply his business skills and experiences to Rotary. Public relations, advertising, marketing — all these techniques can fuel our growth, he says, if used appropriately. "We must face the fact that today we are a recognized public force, and that we will receive many benefits if we cultivate the image and the recognition that go along with that reality."

"We can't wait around for problems to arise and then react. We need to strike at the root causes and act in advance. The

task forces will enable clubs, districts and all Rotarians to be proactive. They are resources for accomplishing some of our most important goals, such as membership growth, environmental conservation, literacy education, the prevention of urban violence and other concerns. This year I want our task forces to be the busiest Rotarians in the world."

As an optometrist, Frank speaks with particular intensity about the Avoidable Blindness Task Force. "It's incredible in this day and age that there are 50 million blind people in the world. The pity is, so much blindness can be prevented and corrected. Rotarians have significant service opportunities in this area."

He has a particular interest in helping the millions of people in India who have been blinded by cataracts. He admires the Rotary clubs in that country which have been able to arrange cataract operations with intraocular lenses for about U.S. \$30. For just U.S. \$100, he notes, eye camps in India can perform three cataract operations.

Another task force emphasis: partnering. "When we join with other groups, we provide the valuable 'Rotary seal of approval.' Working together, we enhance each other's service efforts and help more people in need. It's a win-win situation. From the club level to the international level, partnering will be our secret to success in many areas."

Frank draws on tremendous reserves of energy. "I'm accustomed to working long hours in the optical business," he says. "In that I follow the example of my parents. At almost 82, my



17-20 June 2007  
**ROCKY MOUNTAIN RENDEZVOUS**

ROTARY INTERNATIONAL CONVENTION  
**SALT LAKE CITY**  
UTAH, USA

**S**tart making plans now for next year's Rotary International Convention.

The registration cost is \$275 per person, and if you want to attend any of the three Luncheons, they are only \$35 per person. There is also a Foundation Event at \$40 per person.

You can register, by clicking to download each form: [RI Convention Registration Form](#) & [RI Convention Hotel Form](#).

mother still manages the optical shop she started with my father 60 years ago."

Frank and Gloria Rita, his wife of 34 years, have three daughters — Melanie Devlyn-Perez (Juan Carlos Pérez Collado) Stephanie Devlyn-Alcocer (Luis Alcocer Lamm) and Jennifer Devlyn-Maccise (Luis Maccise Uribe) — and four grandchildren: Alexia, Luis, Carlos Francisco and Jennifer. Gloria Rita has been Frank's partner in Rotary as in life, joining him at Rotary functions at all levels.

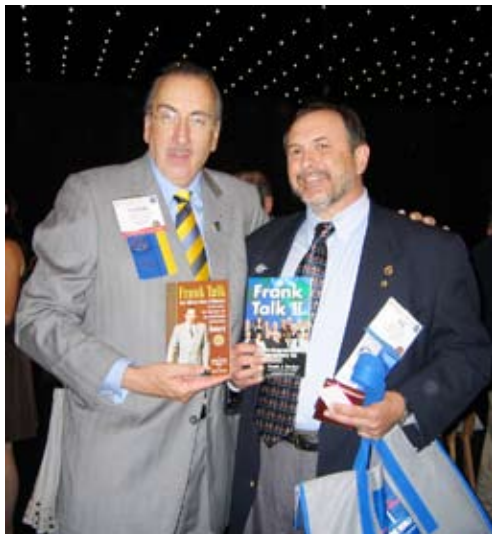
Frank's brother, Jesse, an optometrist, is general director of the Devlyn Optical Group. A member of the Rotary Club of San Rafael, Mexico City, Jesse has served as district governor, committee and task force member, International Assembly discussion leader, and sergeant-at-arms at international assemblies and conventions. For 2000-♦

◆ 2001, he is a regional Rotary Foundation coordinator.

Frank has another brother, Pat, general manager of the Devlyn Group, a past president of his Rotary club and a well-known motivational speaker on personal development; a sister, Ethel Devlyn-Gaspar de Alba (Mario) of El Paso; and a half-brother, Gordon, a Rotarian in Elk Grove Village, Illinois.

Past R.I. President Herbert G. Brown, The Rotary Foundation chairman for 2000-01, is a long-time personal friend. "Frank's dynamic leadership and ideas will motivate Rotarians worldwide," says Herb. "He will help Rotary membership grow dramatically and will inspire club members to make their Rotary experience and service more meaningful."

The theme that Frank has given to the Rotary world brings out what he considers one of Rotary's greatest strengths — the ability of Rotary clubs to Create Awareness and Take Action. A Rotarian who bridges two cultures, and a R.I. president who bridges two centuries, Frank Devlyn clearly welcomes the challenges, opportunities and possibilities of the future. ■



Frank Devlyn & Ric Ligner at the 2006 Rotary International Convention

## A Conversation with Chris Offer

### A Q&A with the chair of the Membership Development and Retention Committee

*The Rotarian*, Photo by Alyce Henson/RI

**C**hris Offer, a member of the Rotary Club of Vancouver Chinatown, B.C., Canada, is a police administrator who joined Rotary after traveling to India in 1981 on a Group Study Exchange. His wife, Penny, is a Rotarian in the same club. We interviewed Offer for Membership and Extension Month.

**How did you first hear about Rotary?** — I was a police officer in Vancouver, minding my own business, and this notice appeared on our bulletin board that this group called Rotary was looking for people to go to India. They were going to pay, and I thought that was a pretty good deal. Also, there was a lot of political agitation and some violence in Vancouver's South Asian community at the time, so the police needed to understand the culture. So off I went to India, on a GSE. It's one of those things that change your life.

**How so?** — I went to a school where the kids sang to us. Rotarians had built the school, so we were heroes to those kids. I thought, this is what that Rotary stuff is about.

**What else did you learn on the GSE trip?** — We stayed in Hindu homes, and you could have an honest discussion around cultural differences. You could say, "Look, you've got all these people starving, and you've got all these cows, why can't you go over and whack a couple of them over the head and eat them?" The thing I always remember that they didn't understand in our culture was, do you really put your parents in homes? At that time, my mother was go-



ing into a nursing home. And they thought this was terrible, because [in Hindu culture] your parents stay with you, no matter what.

**Why did you join Rotary?** — My experience was so positive that when I came back, I wanted to join as soon as I could. But I joined Rotary for professional reasons too. The police department encouraged people to be involved with the community. Not everybody joins for altruistic reasons, for Service Above Self, and there's nothing wrong with that.

**Did Rotary help advance your career?** — Yes, I really believe it did. Rotary gave me a much broader view of the community, good contacts, and a better appreciation for what community leaders were thinking about the police department.

**How can clubs increase diversity?** — We're rightfully proud of the internationality of Rotary. But do clubs reflect the community? I think we have to consciously go out and recruit. There are programs you can use, such as GSE, or you can partner on a project.

**Do politics belong at Rotary**

**continued on last page** ◆



## Ashley Hoagland Earns First Duramed FUTURES Tour Win

QUEENSTOWN, Md., August 20, 2006 —

**S**he's not the longest. She's not the flashiest. She won't scare you to death with wild risk-reward shots. She's not the trash queen, getting up and down for par from the backside of the moon.

But give Ashley Hoagland a lead -- even a one shot lead -- and she will make you chase her down and beat her. Today, the field tried, but never caught the Floridian, who birdied the first hole and never trailed in the final round of the \$70,000 Hunters Oak FUTURES Golf Classic. Hoagland carded a final-round 70 to win by two shots at 10-under-par 206 for her first title on the Duramed FUTURES Tour.

"I knew what was going on but I still had that eerie feeling that somebody in front of me was going to do something," said Hoagland, 23, of Palmetto,

Fla. "I kept reminding myself to stay really patient and to finish strong."

Certainly, there were players in front of the former Wake Forest University All-American who were doing their best to spoil Hoagland's run at the title in this fourth annual event on the Maryland Eastern Shore. But the tricky links-style Hunters Oak Golf Club required a lion's share of patience, and with a bogey-free round that included only a birdie from 12 feet on the first hole and another 12-footer for birdie on the ninth, it was Hoagland's patience that made a difference in the day as others charged and fell back or simply ran out of holes before they could catch the leader.

"If I played 27 rounds of college golf, I probably played 20 with Ashley when she was at Wake Forest and I was at Furman," said Sarah Lynn Johnston of St. Charles, Ill., who tied for second today at 208 (-8). "She's always consistent and mentally very tough. She's not necessarily the best at anything, but she's really good at everything. Most

of all, she can trust herself."

Hoagland gave herself a three-shot lead with her birdie at the ninth, but it came after three missed birdie chances from within 15 feet. She had three more birdie chances from 15 feet or less on the back nine, saved par from six feet on the 17th and then hit her tee shot on the 18th with only a one-stroke lead over rookie Yeon Joo Lee, playing in the same group.

"I had 210 yards to the pin on my second shot at 18, but I knew it was a tough pin placement," said Hoagland. "I didn't think that was the time to take a chance."

Instead of going for the green, she hit her 8-iron to 70 yards, her lob wedge to 18 feet, and then two-putted for par on the par-five finishing hole. She didn't even mark her first putt to stand back and savor the champion's final stroke. Not wanting to mark her ball and have to move her ball mark for another player to putt past her, she walked up, tapped in her ball and recorded her first Tour win.

"That's Ashley," said Dianne Dailey, her former coach at Wake Forest University (N.C.). "Her course management is so strong and she's a very good wedge player. She just plays her game and manages the golf course extremely well."

Still seeking her first professional win at this week's event presented by Cutter & Buck, Johnston gave her old college foe a run for her \$9,800 prize check in today's final round. The former Furman University player birdied her opening hole from three feet and had birdie chances within 15 feet on her first seven holes. In what she called her "worst shot of the day," John-

### TOUR MONEY LEADERS

Thru \$70,000 Hunters Oak  
FUTURES Golf Classic

1	Song-Hee Kim	\$64,586
2	Charlotte Mayorkas	\$56,962
3	In-Bee Park	\$40,858
4	Ashley Prange	\$34,059
5	Kristy McPherson	\$34,051
6	Allison Fouch	\$32,512
7	Meaghan Francella	\$31,195
8	Angela Park	\$29,957
9	Mollie Fankhauser	\$28,473
10	Hye Jung Choi	\$28,397

◆ ston drained a 30 footer for birdie at No. 8.

"Unless someone's just playing awesome, there's always a chance to catch them," said Johnston, who carded a final-round 68. "I was four strokes back going into today's final round and I made up some ground."

The Illinois native birdied the 17th hole when she putted through three feet of fringe and rolled in a 35 footer. On the final hole, her second shot landed left of the green. Johnston chipped to 20 feet, and then slam-dunked her putt for birdie to move within two shots of the leader.

Playing alongside Hoagland in the final group, only Lee had a chance to force a playoff on the last hole. The 19-year-old first-year pro from Seoul, Korea, had played older than her years all week. She had led the first round, shared the lead with Hoagland after the second round and now was trying to close out her first professional win on the last hole.

But it wasn't to be. Lee's approach shot hit the 18th green and rolled off the back. A chip and two putts later, she had bogeyed the hole and carded an even-par 72 to drop back into a tie for second with Johnston at eight-under 208.

"Maybe I pressed on the last couple of holes -- maybe I forced it," said Lee. "Now I know I have to relax more. I hate to make a last-hole bogey, but I'm very satisfied with this tournament."

Tying for fourth at 212 (-4) was the duo of second-year player Briana Vega (70) of Andover, Mass., and rookie Angela Park (72) of Torrance, Calif. Park birdied two of her last five holes to make a late charge, while Vega

rolled in a birdie putt on the 15th and held on with key pars in the final stretch of holes as greens firmed up.

"I struggled a little bit out there, but when I had birdie opportunities, I secured them," said Park, who hit 13 greens in regulation and rolled in 28 putts today.

But today was Hoagland's day to win, and she did it by staying just out of reach of the rest of the field. She gave nothing back. She took nothing for granted. And that quick little tap-in for the title surprised no one who ever went toe to toe with the slender and perpetually smiling player.

"If you want to win, you have to make sure you don't beat yourself or give away any shots to the field," said Vega, whose North Carolina State University team often faced fellow Atlantic Coast Conference foe Wake Forest. "It was always a matter of time before Ashley would win or had the confidence to win out here. You have to believe in yourself to pull it off and she did that today."

A rookie non-exempt LPGA Tour member, Hoagland could have gotten into the LPGA field at this week's Safeway Classic in Portland, Ore. But instead, she committed to play the final three tournaments on the Duramed FUTURES Tour. By staying and winning, she moved from 25th on the Tour's season money list to 13th. Should she crack the top five in the two remaining events of the 2006 season, Hoagland could pocket her 2007 exempt LPGA Tour status and spend the autumn months at home, instead of stressing at the LPGA Final Qualifying Tournament.

"There's still time," she said. "This week was definitely a good

jolt of confidence. It's reassuring to finally win out here."

Especially when you move out front early and never look back. ■

## Combating Illiteracy



**B**ill Hagen presents a \$4,500 check to Ray Stafford, El Paso Times President and Publisher.

The money was raised through our IOS Futures Golf Tournament.

The money will support literacy programs, including The El Paso Times Spelling Bee, Literacy Program in area schools, Dia de Los Libro Program and Newspapers in Education.

### Rotary Websites

**Rotary Club of West El Paso:**  
[www.rotarywestelpaso.org](http://www.rotarywestelpaso.org)

**The IOS Futures Golf Classic:**  
[www.elpasofutures.org](http://www.elpasofutures.org)

**Rotary District 5520:**  
[www.rotary5520.org](http://www.rotary5520.org)

**Rotary International:**  
[www.rotary.org](http://www.rotary.org)

**eClubOne:**  
<http://www.rotaryclubone.org>

◆ **meetings?** — Oh, yes, as long as [the discussion] is balanced. Nothing wrong with politicians speaking at Rotary, and that includes during election years, as long as you invite the main political parties. Rotary cannot and should not ever endorse a candidate.

**Should Rotary loosen up attendance requirements?** — No. We're at a good balance. There's more discretion for make-ups, and we have online meetings through e-clubs. We have to ask, what makes Rotary different from other organizations? One way is that we demand that Rotarians be active. We all know of organizations where the members pay dues and get a newsletter but are just not engaged.

**What is your most important goal as membership chair?** — For each club to see a net gain of one member — a main goal of the 2006-07 Presidential Citation. My personal goal is to encourage clubs to adopt the Club Leadership Plan. It is one of the most innovative and practical steps Rotary has taken in years.

I'm baffled by any club that won't implement the plan.

**What can Rotarians do to increase membership?** — Just ask. When asked to join Rotary by a friend, professional colleague, or family member, most people say yes. The Best Practices Exchange also offers numerous successful approaches. Some often neglected sources for members are Rotary Foundation alumni, such as former scholars and GSE team members, and alumni from RI programs, such as former Rotaractors. I am in Rotary today because a Rotarian tenaciously kept asking me to join after my GSE experience in India.

**What's the biggest challenge facing Rotary in the next 10 years?** — We need to ensure that Rotary has a higher profile. For every type of service Rotary does, there are other organizations doing it too. To make sure we're not overlooked, we have to go beyond the public service announcements to buying ads. And Rotary's got to grasp new technology, whether it's podcasting, blogs, or mini-CD brochures. When you deliver our message in

an electronic format, it also delivers the message that we're technologically advanced.

**What is the Rotary message?** — Rotary is a fun way to contribute. Rotarians are active, interested, and involved, and they contribute to the civic capital of their community. A community is a better place if it has a Rotary club. ■

*This article is © 2005 Rotary International*

## Help El Paso Flood Victims

RCWEP is joining with the Salvation Army to help local victims of the recent flooding.

This Monday please bring your checkbook as well as any of the following items: Cleaning supplies, Bottled water, Non perishable food, Diapers/wipes/formula/baby clothes, Blankets, Aspirin/bandages/cough syrup, New or gently used clothes, shoes, socks, Personal hygiene items.

After the collections have been made, Dana Vogelmeier will make sure they get to the Salvation Army for disbursement.

### OFFICERS

President	<b>Ric Ligner</b>
President Elect	<b>Ken Slavin</b>
Vice President	<b>Jesse Allen</b>
Secretary	<b>Wes Schotten</b>
Treasurer	<b>Mike Flores</b>
Sergeant at Arms	<b>Kathleen Goff</b>
Past President	<b>Jim Maxon</b>

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Public Relations	<b>Rob Sesich</b>
Vocational Service	<b>Irma White</b>
Community Service	<b>Dana Vogelmeier</b>
Youth Service	<b>Arlene Carroll</b>
International Service	<b>Chava Gonzalez</b>

### DISTRICT GOVERNOR

**Denis Edwards**

### NEWSLETTER EDITOR

**Wes Schotten**

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### 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

1<sup>st</sup> 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