



LA MESA

ROTARY CLUB OF WEST EL PASO



SERVICE Above Self

VOLUME 42 Number 4

July 25, 2005

July 23-29

Boys RYLA

July 25

Mayor John Cook

August 1

RYLA Campers

August 8

Chandra Almony

*AVANCE - El Paso Chapter
(Helps young El Paso families
break cycle of poverty)*

August 15

Randy Gleason

*Rotary International
Foundation*

August 22

Dr. Manny De La Rosa

Regional Dean

*Texas Tech Health Sciences
Center*

August 29

Club Assembly

September 17

District Membership

E-Conference



Will it build Good Will and Better Friendships?

By Ric Ligner, President Elect - RCWEP

Howdy! I particularly like that salutation. I picked it up the habit of using it while working at a 7-11 in the early 80s. To me it represents a part of what makes Rotary special to me.

A friendly greeting, a smile and a handshake, we do it every week during "meet and greet" and we all love it. I find it the perfect example of how the question, "Will it build good will and better friendship?" can be answered "yes" with a very simple action. I was fortunate enough to learn its valuable lesson while working for Southland Corporation in the early 80s, owners of 7-11 stores at the time.

I had just lost my job as a disk jockey when the station changed to a Spanish format. There being no need at the time for my skills as a disk jockey, and with my wife in college, I took the first job I could find.

I started out at as a clerk and

worked my way up to manger then trainer before leaving.

The best time I ever had while working there was when I was Asst. Manager at the Brentwood store, especially when I was main cashier.

In the convenience store business, every person who walks through the door is a potential thief. This means the main cashier always has to know who is in the store and that the customer knows they know.

Southland had been losing its shirt to people who would just walk out with their merchandise. When they tried to prosecute those they caught, they would lose because of a lack of positive identification.

They did a study and discovered that the best way to handle the problem was to place a camera behind the cashier and a height strip see **Friendships...** next page

ROTARY NEWS

Get your club involved in literacy projects

Close to a billion people lack the most basic literacy skills with millions more functionally illiterate, lacking the tools to meet the demands of everyday life.

Every July, Rotary clubs across the world focus on ways to address these problems through literacy ini-

tiatives. This year, RI President Carl-Wilhelm Stenhammar continues Rotary's emphasis

on literacy — and the key role Rotary clubs can play in helping promote literacy throughout the world — with the 2005-06 Presidential Resource Group on Literacy. In addition see **News...** next page



Check out RI's new online learning center.

Just click on the icon.

Rotary
e-learning
Center

Notes...

tion to President Stenhammar's personal initiatives, Rotary International offers a number of resources to help Rotary clubs plan and implement local and international literacy projects. Learn more online at www.rotary.org.

Past RI President Archer dies



Past RI President Hugh M. Archer died on 15 July 2005. He was 89 years old. A Rotarian since 1951, Archer was a member of the Rotary Club of Dearborn, Michigan. In addition to his term as president in 1989-90, he served RI as district governor, International Assembly group discussion leader, committee member and chair, Foundation trustee and chair, RI director, and general secretary. A radio enthusiast, Archer was also active in the International Fellowship for Rotarians of Amateur Radio. He is survived by his wife of 65 years, Mary Jane, daughters June, Ruth, and Lucy, and sister-in-law June Reed. No funeral services will be held. The family requests no visitors or phone calls but welcomes cards at 22210 Morley Ave., Dearborn, MI 48124.

Berlitz offers Rotarians discounted language instruction

Rotary International and Berlitz have teamed up to offer Rotarians and their families a substantial discount on Berlitz's online language-learning products. Courses use fully interactive technologies to help you speak, write, and understand new languages. And each purchase benefits The Rotary Foundation. Visit the Rotary offer page at the Berlitz Web site, www.rotary-berlitzonline.us,

to get discounted Berlitz language instruction products now.

Rotary Websites

Just click on the blue links below and you will be taken to the site.

Our Club

www.rotarywestelpaso.org

Our Golf Tournament

www.elpasofutures.org

Our District

www.rotary5520.org

Rotary International

www.rotary.org

Rotary e-learning Center

www.rotary.org/training/elearning/index.html

eClubOne

www.rotaryclubone.org

Friendships...

on the door edge.

It helped, but they were having trouble seeing the thief's face as he ran out the door. They needed him to look up at the cashier as they entered the store so their face could be captured on tape.

Southland discovered that a simple "hello" as the customer walked into the store would work, and made it mandatory. Adding a smile seemed to increase the effect, so they added it as a recommendation.

During my years there, I got to test various forms of "hello" and the effects each had on customers.

First off, I found it curious the reaction I received from many was one of shock. The fact that their presence was being acknowledged seemed to startle them.

In today's world, being greeted as you enter a convenience store is standard practice, but back in the early 80s it was just beginning.

The words that most employees used were, of course, "hi" and "hel-

lo" or their Spanish equivalent; but I liked "howdy" the most. It conveys a feeling of inclusiveness and it leaves your mouth with a smile.

Regardless of what greeting was used, customers loved it. The impact was so great that Southland started including customer relations in their employee training. What was instituted as a measure to deter crime, which it does, became the best public relations tool a company can have.

First impressions are powerful motivators in whether or not a customer returns. At 7-11 I found that the moment a customer lifts their head and looks at you is when you and your company establish a relationship with that customer. If you are smiling at them when they look at you, their whole demeanor will often change right before your eyes. Yours may be the first smile they have seen all day and it may give them a chance to slow down from their hectic life and share your smile.

Will it build Good Will and Better Friendships? Not a hard question to answer if you start all transactions with a simple "howdy" and a smile.

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?"



During the last two weekends, District 5520s Rotary Youth Leadership Award (RYLA) camp has been in session. Our club sponsors at least 4 young men and women (2 of each) every year, yet many of us don't know that much about the program.

The following is an article written by Sonny Brown and tells the history of RYLA and was originally published in the December 1999 issue of *The Rotarian*.

In 1959, the state government of Queensland, Australia, invited local Rotarians to help plan a festival celebrating Queensland's upcoming centenary. Learning that Queen Elizabeth II was sending her cousin Princess Alexandra, who was in her early 20s, to the celebration, Rotarians planned activities specifically for the princess' age group.

The gundoo, an aboriginal word meaning "festival" or "fun together," was a rousing success. More than 300 men and women between the ages of 17 and 23 attended. Encouraged by the event's popularity with the young attendees, Rotarians saw potential to create a similar annual youth program. With little hesitation, Governor Art Brand of then-District 260 approved the project, and on 2 May 1960, RYLA was born.

Australian districts 258 and 260 shared in establishing a committee that developed the official framework of RYLA: to train youth (ages

14-30) in character, leadership, personal development, and good citizenship. These guidelines helped RYLA expand to all Rotary districts in Australia and led to RYLA's approval as an international program by the RI board at the 1971 RI Convention in Sydney, Australia.

By 1998, RYLA had become an established program in more than half of the 521 Rotary districts worldwide. Also in 1998, then-RI President James Lacy, emphasizing his concern for children, appointed an international RYLA committee, dedicated to improving and expanding this special Rotary program to the entire world. Rotarians with different RYLA experiences were invited to RI headquarters to exchange information and ideas. Participants agreed that RYLA could be improved through regional training workshops.

After District 5520's first RYLA camp 20 years ago, a camper summed up his RYLA experience in one word, "Camelot." He wrote the

RYLA chairman, "If you know the story of King Arthur, you may recall that as King Arthur was dying in a young man's arms, he turned to the youth and said, 'If you learn of anyone that has not heard of Camelot, tell them



loudly and clearly that there really was that one wisp of glory called Camelot."

"Gundoo" or "Camelot?" RYLA is both and aren't we fortunate? Dedication, passion and love describe the heart of RYLA, a most remarkable investment that assures Rotary's future. Every Rotarian should take the opportunity to enjoy this exciting program and life-changing experience.

OFFICERS

President	Jim Maxon
President Elect	Ric Ligner
Vice President	Ken Slavin
Secretary	Jesse Allen
Treasurer	Leah Masters
Sergeant at Arms	Teresa Cavaretta
Past President	Rick LoBello

DIRECTORS

Club Service (A)	John Morrison
Club Service (B)	Gary Mundy
Vocational Service	Teo Canfengiu
Community Service (A)	Arlene Carroll
Community Service (B)	Lorraine Huit
International Service	Chava Gonzalez

DISTRICT GOVERNOR

NEWSLETTER EDITOR

Mike Adkins
Jim Weddell

La Mesa is published by the [Rotary Club of West El Paso, Inc.](#) To subscribe send an e-mail to jallen@reuelgroup.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