



LA MESA

ROTARY CLUB OF WEST EL PASO



SERVICE Above Self

VOLUME 42 Number 6

August 22, 2005

August 22

Dr. Manny De La Rosa

*Regional Dean
Texas Tech Health Sciences
Center*

August 29

Club Assembly

September 17

**District Membership
E-Conference**

ROTARY NEWS

Club makes \$1,500 donation to YMCA's Begin to Swim

Using funds generated from the IOS FUTURES Golf Classic, the Rotary Club of West El Paso made a \$1,500 donation at our Aug. 15 meeting to representatives of the YMCA of El Paso. The program teaches children basics about water safety and gets them an understanding of how to save themselves in an emergency.



Make plans for tailgate party at Miner football game

The Rotary Club of West El Paso will have a tailgate party before the Sept. 24
see **News...** next page



Youth top club's *Community Service A* agenda

By Arlene Carroll, Director, Community Service A - RCWEP

When I was approached to be on the Board of Directors in charge of Community Service A, I agreed with some hesitancy, since I had no idea what this commitment entailed.

During the induction ceremony, I was still in a quandary as to what in the world I was supposed to accomplish, other than trying to start an Interact Club at Canutillo and Santa Teresa high schools.

During the first Board of Directors Meeting on July 13, I reported to the board that I would have lunch with former club member Carrie Blea to discuss steps involved in getting an Interact Club started.

Meeting with Carrie opened my eyes to numerous opportunities that I had not even considered in helping youth in our community. Not only did Carrie give me guidance on how to get Interact started, but also other ideas such as getting involved in Character Counts again at the public schools or initiating a children's book drive for the Child Crisis Center or Center Against Family Violence.

While discussing these projects with Carrie, I remembered the United Way was sponsoring a Back-to-School Supplies drive for children whose parents are not able to provide school supplies. That sounded like a great

see **Youth...** next page



A REWARDING SUMMER of ROTARY...

By Jim Maxon, President - Rotary Club of West El Paso

A summer full of memories that will be with me a long time:

The Centennial RI Convention on Chicago... preceded by the 3rd International RYLA Convention... both inspiring and reminders of the internationality

of Rotary.

The fellowship that the club enjoyed as we came together for dinner on installation night... followed soon after by the parade on the 4th, one of our shining moments each year in serv-

see **Summer...** next page

Rotary Websites

Just click on the 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

eClubOne

www.rotaryclubone.org



Rotary
e-learning
Center

Check out RI's new online learning center.

Just click on the icon.



You hear what you want to hear

In a language survey, a group of mixed genders were asked to decipher this string of words without adding or taking away any words.

A, woman, without, her, man, is, nothing.

All the men wrote:

A woman without her man is nothing.

All the women wrote:

A woman: Without her, a man is nothing.

And who says punctuation doesn't matter?

Youth... *continued from front*

effort for our club to participate in.

Thanks to all of you and your generous giving, especially to Richard Knopp, who purchased the supplies at cost. Our club purchased about \$2,500 worth of school supplies, allowing us to supply some 72 students with most of what they will need for the school year, equal to three full classrooms of students.

I also have contacted the principals of Anthony High School and Santa Teresa High School, and they have expressed interest in organizing an Interact Club. If you are interested in helping get these clubs off the ground, please contact me. This project needs more than one person to get it where it needs to be in terms of recruiting members: establishing a board within the clubs and assisting them in initiating community service projects.

I am really excited about what has taken place over the past six weeks in terms of the numerous possibilities and opportunities that Community Service A can create.

With a little creative thinking and commitment to getting these projects off the ground, we can make a difference in our youth's lives. I encourage all of you to help with this endeavor.

Notes... *continued from front*

Miner football game at the Sun Bowl. The UTEP Miners will take on the University of New Mexico Lobos. The game promises to be good, given the high expectations of the Min-



ers squad this year and the rivalry between the Miners and Albuquerque-based Lobos. Prices for the tailgate meal and game will be \$25 for adults, \$18.60 for children. A meal-only ticket will be \$11.60. See club President Jim Maxon for more information.

Consider a club outing to Music Under the Stars

Have you ever been to Music Under the Stars? It's one of the more enjoyable happenings in El Paso. Most Sundays in the summer at 7:30 p.m., a different band plays for about two hours at the Chamizal National Memorial Outdoor Amphitheater. On Aug. 28, the El Paso Symphony is scheduled. Jim Maxon is trying to see if there would be enough interest from club members to join together for an outing to the free event. Give Jim a call or let him know at a meeting if you're interested.



Summer... *continued from front*

ing West El Paso.

Our District RYLA, where I and others from the club served young women and men... reminder of Rotary's commitment to leadership and youth.

The impromptu generosity of our club when challenged to support the United Way in providing school supplies to students in need.

The award of some of the proceeds of the golf tournament to the YMCA's Begin to Swim program this week... just one of the fruits of our hard work

see **Summer...** on last page

August is Membership Month

by Brian Taylor, District Membership Chairman.

At the recent District Assembly, membership was fully discussed. Not all of you could be present at that time, so what follows is a summary of those proceedings, which will be presented, in monthly installments, so as not to burden you with too much detail at once.

Membership is not a static process. We should never be satisfied with the status quo in our clubs. For Rotary to accomplish its ideals we need to grow.

There are three essential elements of membership growth.

1. Recruitment 2. Retention 3. Extension.

Recruitment + Retention + Extension = Membership.

This month we will discuss recruitment. In January 2001 District 5520 had a total of 3,444 Rotarians.

By January 2005 the number had fallen to 3,405, a loss of 39 members. Some clubs gained members, some lost.

RI President, Carl-Wilhelm Stenhammer, has given all Rotary clubs an attainable realistic goal this year. He wants every club to increase its membership every year by one member net. This would mean an increase of 32,176 members for Rotary every year. (There are that many Rotary clubs in the world) Sounds easy? But wait. It has been estimated that a Rotary Club loses 14% of its members each year by resignations, a Member moving to another area and death. We can't do much about the last one. We can often prevent resignations if new members feel they are doing some good in the club, besides just meeting and eating

every week and listening to a sometimes-sporing program. We can also do something about relocation. I'll deal with that group under retention.

Recruitment consists of looking at your classifications and finding businesses and professions in your area who can fill vacant spots. One suggestion is called a windshield survey, where two members of the membership committee or the President himself, drive around your town looking for businesses, which should be represented in your club. Then go ahead and invite them to lunch, give them a copy of the Rotarian and your bulletin. The rest is easy.

If you have a speaker at your club and feel he may be a good Rotarian, again give him or her a copy of your bulletin and a copy of The Rotarian to take home.

An essential part of successfully recruiting members to your club is informing them of Rotary's benefits, as well as the responsibilities of club membership. Providing a comprehensive Rotary information packet to prospective members, either when they attend a club meeting or meet with a club member afterward, is an effective way to accomplish this.

Early education is a great way to get prospective members excited about joining your club, and several RI publications can help. Include the latest issue of "The Rotarian," or the Rotary regional magazine for your area, in

see **Membership...** next page

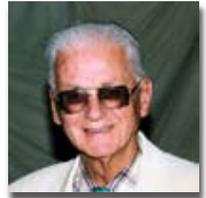


Member Anniversaries



Robert Sanderson
Construction
1 August 1973
32 Years

Dave Swanson
Past Service
1 August 1987
18 Years

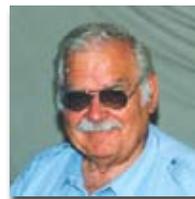


Teo Cafengiu
Retail Sales-Medical
4 August 2003
2 Years
Sponsor: Chet Morgan

Richard Knopp
Office Supplies
26 August 1986
20 Years



Sponsor: Mike James



Dave LeMone
Education-Retired
1 August 1987
18 Years
Sponsor: James Heard

August Birthdays

| | |
|------------------|----|
| Robert Sanderson | 04 |
| Arlene Carroll | 07 |
| Gary Mundy | 09 |
| Rob Sesich | 13 |
| Chava Gonzalez | 15 |
| Bart Oglesby | 18 |
| Pete Sellers | 22 |
| John Halvorsen | 25 |
| Mike Moore | 25 |
| Ric Ligner | 29 |

Summer... *continued from page 2*

in early May.

Our new partnership with Wal-Mart, resulting in grants of \$1,800.

Last, but perhaps most important, the joy of welcoming so many new members into our fellowship!!

All of these things were made possible by you, who give of your time, talent and treasure in the true spirit of SERVICE ABOVE SELF. Thank you for all that you do!

More than ever, I'm proud to be not only a Rotarian, but also a member of this great Rotary Club of West El Paso! I'm grateful for the opportunity you have accorded me to head the leadership team this year... stay tuned there's lots more to come!!

And, let's not forget to honor Bob Wootten and have fun in all that we do!

Membership... *continued*

your packet to illustrate the many humanitarian projects being car-

ried out by Rotary clubs around the world. Two other must-have RI publications are "This Is Rotary" (001) and "Rotary Basics" (595).

"This is Rotary" provides a brief overview of Rotary, while "Rotary Basics" outlines Rotary's history, principles, and programs. All these publications are available at www.rotary.org where there is a wealth of information for you in addition. Just click on membership on their site. Here you will find under resources a database of best practices for orientation, retention, recruitment and what many other clubs do for membership.

Reprinted from District 5520's July newsletter.

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?"**

AUGUST WEDDING ANNIVERSARIES

| | |
|------------------------------------|-----------|
| LeRoy & Kathy Briones | 07 |
| Arlene & David Carroll | 02 |
| Duane & Justine Coleman | 25 |
| Mike & Candy Schmid | 09 |
| Rob & Leslie Sesich | 21 |
| Ken & Suzanna Slavin | 22 |
| LuAnn & Tim Wieland | 23 |

Paul Harris Fellow

Anyone who contributes – or in whose name is contributed – a gift of US\$1,000 or more to the Annual Programs Fund may become a Paul Harris Fellow. Each new Paul Harris Fellow receives a commemorative certificate, a Paul Harris Fellow pin, and a medallion. Donors are eligible for Paul Harris Fellow recognition when their cumulative giving reaches US\$1,000.



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 Cafengiu |
| 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