



AUGUST 2025 ♦ NO. 2

DISTRICT GOVERNOR Tom Simon

Rotary Membership & New Club Development

By Tom Simon, District Governor, Rotary District 5520



August is Membership and New Club Development Month—a time when we celebrate not only the individuals who have chosen to join Rotary, but the collective impact we make when we Unite for Good.

As Deborah and I finish our first month visiting clubs in the District, I'm inspired by the extraordinary work our clubs are doing—from feeding families and supporting youth at RYLA, to partnering on international projects that change lives. Every act of service is a step toward peace. Our founder, Paul Harris, understood this when he said, *"peace is not an illusion, but a choice—one that begins with understanding, friendship and cooperation between people of goodwill."* When we work together in service to our local and worldwide communities, all the artificial divisions melt.

Be a Vibrant Rotary Club

Our success as a District starts with retaining the members that we have. Our clubs must be places of connection, inspiration, and purpose. When Rotarians are engaged—when they feel seen, heard, and valued—they stay. And they invite others. I encourage you to reach out to members that you haven't seen lately, either at a meeting or service project. Let them know they're missed. Maybe they are unwell or facing challenges in their lives. Send a note and let them know how much you care.

Tell Your Story

Let's continue to take photos, celebrate what we've done, tell our stories—that's important. But let's also shine a light on what we're about to do. Let's let the community know what's coming up and invite them to join us. Whether it's a cleanup, a food drive, or a service project, don't just post the results, post an invitation. Rotary is most powerful when it's visible, inclusive, and welcoming.

Start a New Rotary or Satellite Club

As we celebrate our impact, we must also acknowledge that not everyone who wants to serve can find a Rotary club that fits their schedule or lifestyle. That's where expanding Rotary through new clubs or satellites comes in. **Are you ready to take Kathie's New Club Challenge?** Connect to new ideas about starting a new Rotary Club [here](#). When you're ready to start a new club or satellite, or need help with any membership challenges, reach out to District Membership Chair Kathie Williams for assistance at kathiewilliams46@gmail.com. There are also resources from other Districts in the Western U.S. ("Big West") For example, the first Tuesday of each month, Past District Governor for 5170 Ramesh Hariharan hosts a discussion about how to bring new people into

Rotary by tapping into “New Channels” that most of us hadn’t thought of. You can be a part of this discussion by requesting a link from Governor Ramesh at ramesh@compusharp.com. There is also a wealth of information in a series called “Expanding our Reach” that tell Stories of New Rotary Clubs that were started in other Districts in the Big West.

Growing membership isn’t just about numbers—it’s about opening the circle wider. It’s about recognizing that Rotary is not one-size-fits-all. When we create space for more people, we multiply our ability to do good in the world.

So let’s build a Rotary where everyone belongs. Let’s support our current members while also welcoming new ones. Let’s consider where a satellite club might thrive. Let’s keep asking not only what have we done, but what are we going to do—and who can we invite to do it with us?

Because together, more hands mean more good and more good means more peace.

Let’s Unite for Good!



Click the Facebook logo to see these and all the other great things going on in our District! Get a Facebook page and join in!





In Rotary -

Bragging is a GOOD thing!

Why Your Rotary Club Should Celebrate Its Wins

Bragging isn't just ego-boosting—it's a strategic move to amplify your impact, grow membership, and deepen community ties. Here's why you should lean into showcasing what makes your club awesome:

1. Boost Visibility and Attract New Members

- Every community leader, volunteer or potential sponsor needs proof that you deliver results.
- Publicizing your successes sparks curiosity and gives people a concrete reason to join your mission.
- Testimonials from happy beneficiaries and rotating "Member of the Month" spotlights put real faces on your work.

2. Showcase Community Impact

- Quantify what you do: meals served, books donated, miles of trail cleared.
- Stories with numbers resonate—"we've planted 500 trees" carries more weight than "we helped the environment."
- Highlight how your projects solve real problems residents are talking about.

3. Foster Pride and Engagement

- Internal morale soars when members see their hard work celebrated.
- Public praise encourages long-term commitment and energizes volunteers to take on new challenges.
- A culture of recognition attracts leaders who want their efforts seen and valued.

4. Enhance Fundraising and Partnerships

- Funders and corporate sponsors back winners. Sharing clear, measurable achievements builds credibility.
- Local businesses love to align with successful community heroes—it opens doors to in-kind donations and event sponsorships.
- Media coverage of big wins gives you free publicity, extending your reach beyond your own channels.

5. Differentiate from Other Civic Organizations

- Rotary's global network and timeless service motto stand out—but you need to tell that story locally.
- Emphasize your unique events (like your July 4 parade), signature projects, and member expertise.
- When people compare Lions, Kiwanis, and Optimists, your visible track record makes the decision easy.

How to Brag Authentically

- Lead with a human story: start every post or press release with someone whose life you changed.
- Back it up with data: sprinkle in numbers, percentages and milestones to demonstrate scale and growth.
- Keep it humble: use "we're proud to share" rather than "we're the best." Tone matters.
- Mix media formats: create short videos of ribbon-cuttings, photo collages of volunteers in action, and succinct social-graphic stats.
- Invite the community in: host an open-house or "impact walk" before the parade so neighbors can see progress firsthand.



- ★ Get your web site up-to-date and full of your successes. If you do not have a web page, then try to get one.
- ★ Set up a Facebook page to showcase your events to the community and the District Facebook page. Learn how to link your page to the District site. More coming on that.
- ★ Oh! And don't forget to do something that you can brag about!

Rotary

HONORING
50 Years of Membership

The Rotary Club of
Las Cruces (Rio Grande), New Mexico, USA

admitted 14 August 1975
 is recognized for its dedication to the Object of Rotary and
 its commitment to the Ideal of Service Above Self.

14 August 2025
 Date

Wasson
 President, Rotary International



Congratulations Las Cruces Rio Grande Rotary Club for 50 years of service in your community.

Your dictionary project in the Las Cruces Public School System invests in literacy for third-grade students in Las Cruces, setting them on a course for success! Your partnership with the school system embodies our Rotary theme Unite for Good. Congratulations!

Tom Simon, District Governor

Celebrating a Rotary Legend!
Sherman Barnett
RC Northeast El Paso

Celebrating a surprise **90th birthday** for **Sherman Barnett** at Vado Racetrack with Northeast Rotarians, Barnett's family and employees. Employees gave cupcakes and snickers candy to everyone at the races. My son got me a Buc-ee's T-shirt with Sherman number 82 on it with picture of the truck, which he drives in the race.

- Jimmy Melver, Northeast Club

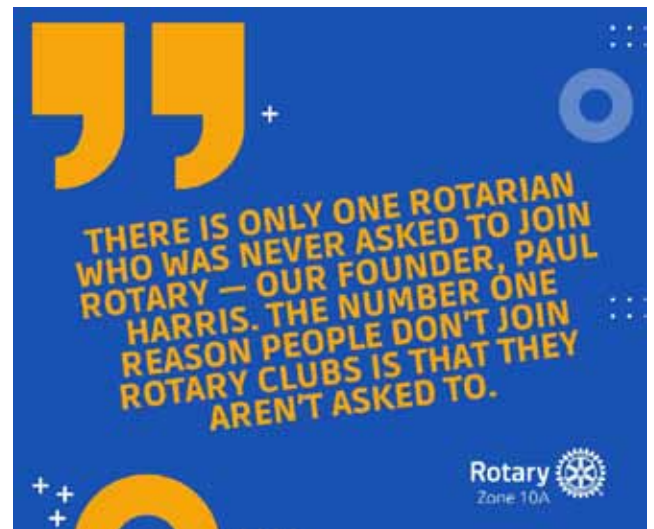
As if celebrating 90 years old isn't enough, Sherman still races cars at Vado Race Track and is still competitive.

And, by the way, Sherman is celebrating **61 years perfect attendance** in Rotary Northeast Club!

Does your club needs its own Foundation?
 Click Here to see more information -



Why your club needs its own Foundation
 Key Benefits of a Club Foundation
 How a Club Foundation strengthens community impact
 Steps to establish your Club Foundation
 Looking Ahead





August is Membership and Extension Month. In keeping with our Action Plan to Extend our Reach, it is key for Rotarians in existing clubs to evaluate their impact, to see what works, and what needs improvement with regard to not only increasing membership, but to retain members. What fresh recruiting tactics can be put in place? What will keep current members engaged with the program?

This is the month for new clubs to find their groove - celebrate the members that they have, and use that energy to boost memberships.

It's about networking, leading, and being the change that we want to see in our community. Let's make our clubs the coolest place to be.



NEW JULY 2025

Standard Rotary Club Constitution

Rotary International is the most territorial organization in the world. It exists in 220 countries and cuts across dozens of languages, political and social structures, customs, religions and traditions. How is it that all of the more than 35,000 Rotary clubs of the world operate in

almost identical style? The primary answer is the **Standard Rotary Club Constitution**.

One of the conditions to receive a charter to become a Rotary club is to accept the Standard Club Constitution. The Standard Club Constitution outlines administrative techniques for clubs to follow in holding weekly meetings, procedures for membership and classifications, conditions of attendance and payment of dues, and other policies relating to public issues and political positions. This constitutional document provides the framework for all Rotary clubs in the world. **The Standard Club Constitution** has to be considered one of the great strengths of Rotary to enable the organization to operate in so many thousands of communities

Do clubs have to adopt the Standard Rotary Club Constitution exactly as written?

YES. Every Rotary club, upon admission to Rotary International (RI), is required to adopt the Standard Rotary Club Constitution **verbatim**. Clubs are not permitted to alter the text of that document on their own. Any change to the Standard Rotary Club Constitution can only be made by the Council on Legislation, RI's "parliament," which meets every three years to update constitutional provisions.

– Any bylaw change must remain "in harmony with the Standard Rotary Club Constitution and with the RI Constitution and RI Bylaws"

What clubs can customize in the Standard Club Constitution -

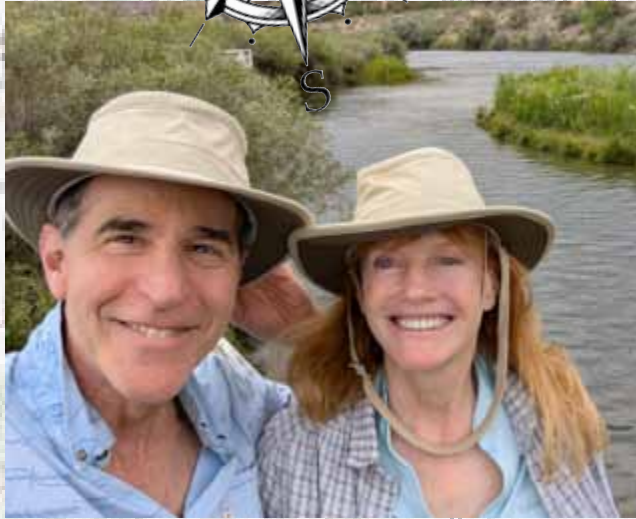
The constitution contains specific fields where each club inserts its own information, like club name, meeting location, meeting details, etc.

For the new 2025 Standard Rotary Club Constitution, click here





Where is the ... District Governor



On July 15th we were hosted by the Rotary Club of San Juan County East and took advantage of our proximity to the San Juan River to get in a little fly fishing. Deb was the first one to hook a fish! Another angler in Texas Hole caught a 31 incher! We went down river a bit and I started catching browns! It was a great day fishing in trophy water. We'll take our mini vacations where we can get them. Meanwhile, please check out my calendar for information about where I'll be in August. Note that the calendar is updated as I receive confirmation from clubs. If you haven't heard from me or District Operations Manager Zella Cox, feel free to reach out to Zella for information about when I'm scheduled for my official visit to your club. Zella's email address is zellacox@cybermesa.com. She can also be reached on her cell: (505) 424-7125.

See the Governor's Calendar here - rotary5520.org



LEARNING IN ACTION

DEVELOPING ROTARY LEADERS AROUND THE WORLD



<https://msgfocus.rotary.org/q/12FVqmUr9DJiX8Q5QQXQxfD4/wv>

The Learning and Development team wishes all new club and district officers the best as they work to accomplish their goals, bring in new members, and provide meaningful service in their communities. We encourage you to use the Rotary Learning Center to gain knowledge to help you in your role as a club or district leader.

ROTARY INTERNATIONAL CONVENTION

TAIPEI, TAIWAN | 13-17 JUNE 2026

Register today at convention.rotary.org.



Here's the Taipei registration link:

<https://convention.rotary.org/en-us/2026-rotary-convention-taipei>



The Rotary Year of Cheer Has Begun Bringing Smiles to Hospitalized Children

Dear Fellow Rotarians,

The Rotary Year of Cheer is officially underway! From July 1, 2025 to June 30, 2026, clubs across District 5520 will be collecting new toys and gifts to bring comfort and joy to children at **UNM Children's Hospital and El Paso Children's Hospital.**

This **District-wide initiative** is our chance to make a meaningful impact—one toy, one act of kindness, one smile at a time.

Want to get involved?

Contact your Rotary club leadership today to find out how to participate.

For questions or district-level coordination, reach out to the project co-chairs:

Alice Mehlberg

amehlberg@yahoo.com

(505) 463-6593

Berdel Boulanger

berdel.boulanger@gmail.com

(505) 328-2166

In Rotary spirit,

Your District 5520 Year of Cheer Team



Two hospital tours brought metro-area and Moriarity Rotarians up close to the heart of this project. The tours were a wild success—and we'll be hosting more!

Our Year of Cheer website should be up and running very soon....be on the watch for it.....QR codes, Amazon Wish lists.....all coded to this specific Rotary project.

Toy drives—If your club haven't started one yet, now's the perfect time to jump in! If you need assistance, please contact project chairs:

Alice Mehlberg

amehlberg@yahoo.com or

Berdel Boulanger

Berdel.Boulanger@gmail.com



July 27, 2025

Current Zone Institute Registration Rates Ends August 31!

After an absence of 15 years, the Zone 26/27 Rotarians assemble in Albuquerque October 23-25, 2025 for this year's Zone Institute... This is a wonderful opportunity to experience Rotary beyond our communities and our District... Every Rotarian is welcome to attend the Institute and, based on my experience as a Club President and Governor, Club and District leaders (or those aspiring to those positions) will especially benefit from the Zone Institute experience!

The Zone Institute has been compared to a smaller and less expensive version of a Rotary Convention but tailored to our 30 Districts. (In fact, the people producing Calgary's AudioVisual effects will be here in Albuquerque this fall.) And because you're in D5520, you won't have to "buy" an airplane ticket and if you're close to Albuquerque you may not need a hotel room either!

You'll meet Zone leadership as well as Rotary International and Rotary Foundation leaders... You'll meet Rotarians from the 30 Districts with lots of programs and ideas ... Rotarians from West Texas to Hawaii, from New Mexico to the northern border (and even Vancouver, BC) will be there!

Experience peer-to-peer sessions, presentations on topics as diverse as AI, experiences of our Peace Fellow, a Polio Day celebration, a Year of Cheer event, dedication of a Peace Pole and, of course, presentation of District Governor-Elect Jeff Weinrach and Clare.

Registration now through Saturday, August 31 will result in substantial savings. Register now below! See you there!

For questions, contact District 5520 Zone Institute Support Chairs Tom Walker and Kathie Williams.

<https://registrations.dacdb.com/Register/index.cfm?EventID=77776835&NoCaptcha>

Tom Walker
District 5520 Zone Institute Support Co-Chair
(505) 237-0237
ftwalker1@comcast.net



August is Membership Month

“

Membership growth isn't just about numbers. It's about opening doors. It's about inviting more people who are ready to give their time, talents, and hearts to a cause greater than themselves. When we welcome new members, we bring in fresh ideas and new energy. We expand our impact, strengthen our clubs, and ensure that Rotary continues to evolve with the world around us.

”

FRANCESCO AREZZO
President, Rotary International



From June 21–25, more than 16,000 Rotary members from 140+ countries (including about 30 District 5520 members!) gathered in Calgary to explore bold ideas, build connections, and celebrate Rotary's global impact.



District 5520 members having entirely too much fun!



Happy Hour!



Celebrating 50 years of Youth Exchange



General Conference
(I don't see them, do you?)



Big West Breakfast

The Rotarian Minute *History*



The Origins of the Youth Exchange Program

The Rotary Youth Exchange Program, although formally recognized in 1975, has its origins dating back to the 1920s.

In 1927, Rotary International considered several youth exchange proposals but did not take any concrete action.

However, local clubs organized exchanges, particularly in Europe, fostering international ties.

In 1929, an international conference on these exchanges was held in Copenhagen. The program remained informal, but Rotary encouraged its local clubs to organize them.

In the 1960s, Rotary supported exchanges, but did not immediately formalize them.

Finally, in 1975, the program became a recognized activity of Rotary International, while still being managed by districts and local clubs.

The program's primary objective is to foster peace, goodwill, and international understanding through youth exchanges.

Today, approximately 7,500 participants participate each year.



BET YOU DIDN'T KNOW WE HAD A BLOG SITE FOR ROTARY INTERNATIONAL?!?



LOTS OF
GOOD
STUFF!

Rotary 360 | The official blog of Rotary International

THE YUCCA



Greeting Rotarians

Send me your article material to the same email address rotarymaterial@gmail.com.

Keep your articles short and concise. Photos are OK, just remember to put down the names of the folks in the photo. We (the Yucca readers) would like to see flyers of your upcoming fundraisers and events and photos of the aftermath. We will keep you informed of the district happenings and upcoming events, conferences, seminars, training etc. Send me flyers of your fundraisers.

Learn how to use Facebook in order to get ALL your club activities on the District Facebook page.

Let's keep it simple - The deadline for articles will be the first of every month. I will get the newsletter out as soon as I can after that.

Don Powell

Send me flyers and other information about your events and fundraisers.

Who knows - we may want to come for a visit!

Getting Ready for Student Exchange



I thought I would send you the picture that we took in Dallas last weekend during the **South Central Rotary Youth Exchange weekend conference**.

David Driscoll who was in our club for many years met with us on Saturday evening. He was the Chairman of the District Youth Exchange Committee for 20 + years.

Rotarians in the picture are from left to right:

J.P. Cheney - Roswell

Me - Lorraine

David Driscoll - Dallas (former Chairman)

Bianca Cheney - New Chairman

Michelle Frechette - Past Chairman

*Thanks,
Lorraine!*

Maybe you can add it to the District newsletter. **OK!**

Lorraine Huit, Rotary Club of West El Paso



Rotary vs. Lions vs. Kiwanis vs. Optimist

Feature	Rotary International	Lions Clubs International	Kiwanis International	Optimist International
Founded	1905 (Chicago)	1917 (Chicago)	1915 (Detroit)	1919 (Louisville)
Global Reach	200+ countries	200+ countries	80+ countries	20+ countries
U.S. Clubs (2023)	~10,712 46,000 worldwide	~6,500 48,000 worldwide	~3,500 14,500 worldwide	~1,625 2900 worldwide
Membership (Global)	~1.2 million 1.4 million 30 per club	~1.4 million 29 per club	550,000 450,000 31 per club	~80,000 27 per club

* Information is from Microsoft 365 Copilot



Membership Trends

All four organizations have faced **declining U.S. membership** over the past few decades, largely due to:

- Aging member base
- Less appeal to younger generations
- Competition from more flexible, digital-first volunteer platforms

However, Rotary and Lions have made a strong

international gains, and all four are investing in youth programs to build future pipelines.

What We Can Do Next

(Thanks to Herb Silverman, RC of Ocala for this paragraph. From blog.rotary.org)

To ensure Rotary remains relevant, vibrant, and ready for the next generation, we believe clubs like ours can:

- ★ **Modernize communication:**
Use blogs, podcasts, and social media to tell our story and stay visible.
- ★ **Keep our message clear and consistent:**
Tell the world who we are, and why Rotary matters, again and again.
- ★ **Support members as they grow:**
Begin with low dues to make joining easy, then offer opportunities for deeper engagement, including giving, when the time feels right.
- ★ **Diversify intentionally:**
Welcome all backgrounds and ages to reflect the community we serve.
- ★ **Celebrate service:**
If you are doing good in the world, we want to hear about it and count it.

**We do not need to reinvent Rotary. We just need a refresh.
Our mission remains timeless. It's our tools that should adapt.**