



DISTRICT GOVERNOR'S NEWSLETTER

Highlights of this Issue:

Mexico, Foundation, Rotary Biking, and that Radical 4-Way Test

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Group Study Exchange to Central MEXICO in April/May 2007 Team Member Apps due November 15!

The GSE Team Leader is Neysa Hinton, an independent media consultant from the Sebastopol Rotary Club. Congratulations, Neysa, on being chosen for this important role!



We are looking for four GSE Team members who must be non-Rotarians professionals, age 25-40, able to travel for four weeks in April/May 2007. The due date for applications is November 15, and the interviews are scheduled for November 19th. Please help us recruit by advertising the opportunity to participate in this cultural/educational exchange with our Festival of Brotherhood partners in Mexico's District 4150. This area includes Guadalajara, Lake Chapala, Colima, Tepic,

and Puerto Vallarta . . . AND a little town called Tequila. It is an interesting, attractive and friendly district that I have had the pleasure to visit several times. For more information, please contact Jacqueline Debets, District GSE Chair jrdebets@sbcglobal.net. Information has been sent to all Presidents.

Foundation Events

The Foundation North Dinner is scheduled for Saturday, October 28th, at the Adorni Center in Arcata. Cindy Sutcliffe, Chair can be contacted for more information, madriv1@cox.net, or Barbara Walser, who is in charge of reservations, 443-7172 (h) or 445-3141 (w) or walsfamily@ox.net.

The Foundation Dinner South was a huge success on October 14 . . . with a full house at the Petaluma Sheraton. Thanks to Chairperson Helaine Campbell and to all of the clubs donating raffle gifts. We appreciated the participation of PDG John

Rasmussen, the Rotary International Foundation Coordinator for our zone. Paul Harris would have loved it.

The Foundation is an efficient, cost-effective and sustainable way to improve the world!

For only \$100 you can:

- Provide a cataract operation in India
- Train teachers in Indonesia
- Cover tuition and books for one year of school for two children in Kenya
- The list is endless of what our contributions can do

We are ever-closer to having **each Rotarian in our District** on the list of (those who give \$100 per year). Many who can do so contribute beyond that level, and for that you have my deepest thanks.

The more we give, the more we get back for humanitarian projects of our choosing three years from now!

Cycling Fellowship comes to south district in matching ROTARY biking togs

We've all seen those bicycle teams in their matching shirts and shorts, flying as if in formation, on the picturesque roads of our corner of Paradise.



Doesn't everyone who's ever ridden a bike have a secret yearning to be part of those sleek and coordinated flocks of athletes? Well, we may not be sleek or fast, but, YES, we can be amazingly coordinated in spiffy Rotary-emblazoned biking togs from the Rotary International Cycling Fellowship! District Public Relations Chairperson Chris Parr (Past President, Santa Rosa West) is looking for bicyclists of all skill levels to join the fellowship and to organize fun

group rides. To contact her: icur4rotary@aol.com, 544-3004.

"We rock," says Chris, a veteran of several 50-mile rides on Sonoma County roads, "and we REALLY roll!"

There are many Rotary Fellowships addressing varied interests, from golf to stamp collecting to music to population & development! See rotary.org for more information.

Nominee for 2008-2009 International President is from South Korea

The 2006-07 Nominating Committee for President of Rotary International in 2008-09, having functioned in accordance with the bylaws of Rotary International, has indicated that it unanimously nominated:

Dong Kurn "D.K." Lee, of the Rotary Club of, Seoul Hangang, Seoul, Korea for the office of President of Rotary International for the year 2008-09.

Biographical information for Trustee Lee is available on the RI Web site and in the next issue of the Rotary World. Please notify the clubs in your district as soon as possible.



Calendar Alert! District Conference in May *Save the Dates!*

Always a great time to get together with Rotarians from across our district. Be inspired, renew friendships, meet new people, and most of all, CELEBRATE SUCCESS!

**May 17-20, 2007
Doubletree Hotel
Rohnert Park**

Hint: Now is a good time to mark that calendar!

A note from RI : RI + TRF Banking Information



Effective 1 October 2006, lockbox addresses are changing for Rotary International, The Rotary Foundation, and The Rotary Foundation (Canada). Please note that through 31 March 2007, payments sent to the former lockbox addresses are automatically forwarded to the new lockbox in an effort to ease the transition. After April 1, payments sent to the old address will be returned to sender. I will send you a reminder in March to avoid any complications during our year-end drive for donations.

For Rotarians and clubs that remit payments and contributions to the US:
Send membership dues and payments to Rotary International, Rotary International, 14255 Collections Center Drive, Chicago, IL 60693

Send contributions to The Rotary Foundation, Rotary Foundation, 14280 Collections Center Drive, Chicago, IL 60693

DISTRICT 56130 CHRONICLES

(a history of our District)

By Jack Vallerga, PDG (Healdsburg)

This article is a continuation of the of the article that appeared in the Chronicles last month. When restricting started in 1915 our District included Arizona, Nevada California, Hawaii and the Philippines and became District 13.

In 1918, because of the great growth in Rotary restricting of the districts became a necessity and our District became District 23 comprising New Mexico, Arizona, Nevada, California and Hawaii. The following clubs were chartered during the period of District 23: Napa, Vallejo, Santa Rosa, Santa Cruz, Palo Alto and San Rafael.

In 1922 District 23 was again restructured and became District 2 and included Nevada, California and Hawaii. District 2 lasted until 1937. The following clubs were chartered into District 1: Petaluma, Burlingame,

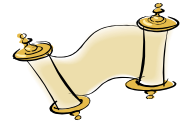
Ukiah, Lakeport, Sebastopol, St Helena Cloverdale and Fortuna. Because of the Great Depression there was no future growth at this time in our District.

Once again redistricting happened in our District. At this time, 1937, District 2 was divided into five new districts and our District became District 104 and included: the North Coast of California and the Hawaiian Islands.

In 1949 District 104 was again restructured becoming District 155 including the following counties: Del Norte, Humboldt, Lake, Sonoma, Napa, Marin, San Francisco, San Mateo, Santa Clara, Santa Cruz, San Benito and the Rotary Club of Vallejo

Another restructuring came about in 1957 at which time our District became District 513 when the following counties were removed from 513: Santa Clara, Santa Cruz, San Benito and the Rotary Club of Vallejo. The following counties remained in 513: Del Norte, Humboldt, Mendocino, Lake, Sonoma, Napa, Marin, San Francisco and San Mateo. There were 42 Clubs in 513 at this time.

July 1, 1970 another restructuring leaving the following counties in 513: Del Norte. Humboldt, Mendocino, Lake, Napa, Sonoma, Marin, San Francisco and San Mateo, There were 58 Clubs in 513 at this time. This lasted until 1989 when 513 lost the counties of Marin, San Francisco and San Mateo to become District 515. The counties of Del Norte, Humboldt, Mendocino, Lake, Napa and Sonoma were left in 513. This remains the same for 513 to the present. There were 36 clubs when the new District 513 began; currently there are 43 clubs in 513.



In 1991 all Districts in Rotary were renumbered with a zero added on the end of the current number, i.e. our District became 5130

There were 13 districts in Rotary (Rotary was on local4ed in the United States at the time) when the district concept began in 1915. Today there are 530 plus districts in Rotary. These figures indicate the rapid growth of Rotary in the world, during the past 91 years.



**The Current District
Membership Newsletter is
"The IDEA Issue"**

Find it at www.rotary5130.org

Thoughts on Vocational Service Month: The Hardest Part of the 4-Way Test

Radical, revolutionary, and simple, this creed forms the core of Rotary philosophy

I'm a big admirer of Rotary's 4-Way Test, yet I do find one of the four tests very difficult! But before we get to that, let's acknowledge that the 4-Way Test, while simple at first look, takes a rather bold, possibly even radical stand on ethics.

Consider this from Rotary International's Vocational Service Web Page:

From the earliest days of the organization, Rotarians were concerned with promoting high ethical standards in their professional lives. One of the world's most widely printed and quoted statements of business ethics is The Four-Way Test, which was created in 1932 by Rotarian Herbert J. Taylor (who later served as RI president) when he was asked to take charge of a company that was facing bankruptcy.

This became the guide for sales, production, advertising, and all relations with dealers and customers, and the survival of the company is credited to this simple philosophy.

Rotary adopted the 4-Way Test in 1943, and considers it a core ideal of our commitment to the Vocational Avenue of Service. Wouldn't these four ethical tests, if followed by everyone, change the world as we know it?

1. Is it the Truth?

This seems easy enough; it asks only for a quick reality check. One of Herbert Taylor's decisions about the Club Aluminum Company was that its advertising had to be truthful. (Talk about radical!)

2. Is it FAIR to all concerned?

This raises the question, What is "fair"? To be fair to all concerned, we must

consider multiple points of view, which is most likely to lead not only to an ethical choice, but to a better choice.

Because Rotarians recognize the value of all worthy occupations, we inherently approach problems from a position of fairness and equality.

3. Will it build good will and better friendships?

In my profession, I work with profit-minded business leaders every day. At times, #3 can seem counter to good business decisions.

But, isn't this so only if we're thinking of the short term? Words and actions that promote goodwill and better friendships are good for business in the long run, and they also further one of Rotary's main purposes: to improve the human condition. I'd also argue that they keep us healthier in spirit, brain and body.

4. Is it beneficial to all concerned?

To me, this is the most difficult! This question asks us to take the high road, even when it's hard to reach. It calls on us to seek the best for people, including those who don't seem to deserve it.

To meet rudeness with understanding. To skip those ripe opportunities for quick revenge. To be bigger than the circumstances. To honor the human situation, however it occurs. To be creative, to listen responsively. To employ not just wisdom, but kindness.



Can we meet these tests every day?

In every situation? Possibly not. But as an ideal to strive for, as a stand to take in a world of elusive truth, slippery justice and the bitter results of weak ethics, it is pure, revolutionary gold. It's in the standing for The 4-Way Test that Rotary distinguishes itself as a force that can change the world.

I wish I could imagine the world we would have if Rotary's 4-Way Test informed all business,

professional, civic, and social relationships! Could it be that the reason we don't have such a world is that our 4-Way Test isn't as easy as it sounds?

Let's celebrate Vocational Service Month and the bold 4-Way Test that sets Rotary apart. Have a great October, and I'll see you soon!

Club Visits

George and I have been having a marvelous time traveling around District 5130 visiting clubs. We have had the privilege of meeting so many generous, wonderful Rotarians. With 34 clubs visited, we are looking forward to continuing our visits. George and I thank each and every one of you for making us feel so at home and making us a part of your Rotary family.

*Yours in Rotary Service,
Governor Erna*