



# Centro Sentinel

District 5520 Award Winning Newsletter

## President's Report April 2008



Fellow Rotarians:

[www.rotary5520.org/santafe](http://www.rotary5520.org/santafe)

As we close in on the last couple of months of the 2007-2008 Rotary year, there are lots of forms to be filled out to ensure that the Rotary Club of Santa Fe Centro is recognized for the outstanding work it has done throughout the year.

In order to receive the Presidential Citation, this year's emphasis was on the four Avenues of Service and activities related to youth. The service emphases for the year – membership, water, literacy, and health – are also reflected throughout the citation. Each club had to meet their membership goal and one activity from each of the six categories: Membership, Club Service, Vocational Service, Community Service, International Service, and Youth. We not only met our membership goal of one new member, we gained six new members!

I'm continuously pleased and awed by the willingness, attitude and timelessness of Centro Rotarians. You all have met the tasks placed before you by volunteering your time and talents to carry out service projects in

our local community. You have stepped forward to meet the challenge of instilling Rotary ideals in the next generation through active participation in youth programs. We applied for a Simplified Grant to help



Kids@Play with equipment and uniforms. We have helped referee their games and have filled in where needed at their various sports events. We have had volunteers going to Mandefield School to read to the children in the HeadStart program. We have donated money (for the purchase of books) and books to be used in their parent/child reading program. We have been an active part in helping the Santa Fe Immunization Coa-

lition in the great work it does to ensure that the children of Santa Fe County are immunized.

Centro has again entered the District Newsletter competition. Thanks goes out to Rhonda for the great job that she does each month in putting together our award winning newsletter. She is always looking for volunteers to submit articles.

Kathy Segura has jumped in to take over the Speaker's Bureau and in so doing is providing us with rich, enlightening, and educational speakers on a weekly basis. Thanks, Kathy! Remember, she is always looking for ideas and suggestions for future speakers.

"In a world of change, Rotary must be the constant. And in a world of increasing needs, Rotary must keep pace by making sure that we have the strength and the numbers to do what needs to be done." Wilfrid J. (Wilf) Wilkinson, President, Rotary International.

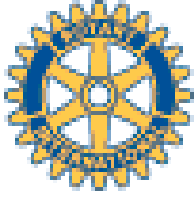
So, the bottom line is that Centro Rotarians need to keep focused on the goals

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# What is Rotary?

Rotary is a worldwide organization of business and professional leaders that provides humanitarian service, encourages high ethical standards in all vocations, and helps build goodwill and peace in the world. Approximately 1.2 million Rotarians belong to more than 31,000 Rotary clubs located in 166 countries.

The main objective of Rotary is service — in the community, in the workplace, and throughout the world. Rotarians develop community service projects that address many of today’s most critical issues, such as children at risk, poverty and hunger, the environment, illiteracy, and violence. They also support programs for youth, educational opportunities and international exchanges for students, teachers, and other professionals, and vocational and career development.

The Rotary motto is Service Above Self.

Santa Fe Centro Rotary is doing all it can to promote these worthy objectives and goals within its club.

*The Four Way Test*  
1. Is it the **TRUTH**?  
2. Is it **FAIR** to all concerned?  
3. Will it **BUILD GOODWILL** and **BETTER FRIENDSHIPS**?  
4. Will it be **BENEFICIAL** to all concerned?  
*...and here at Centro Club*  
...  
*The Rotary Motto*  
*Service Before Self*  
*Rotary concerns itself with truth, fairness, improved relations between people and world peace.*  
  
*Don't just be a Rotarian,  
Live it!*

*(continued from Page 1)*

that have been set. Those goals include increasing our membership, so in turn we can increase our fund raising activities to in turn help the children and youth of our community and internationally.

Victoria L. Edwards  
President

Weekly meetings are held at the Piccolo Café at 7:00 a.m. every Tuesday morning. Located in the old Carlos Gospel Café in the New Mexico Bank and Trust building on the corner of Washington and Marcy Streets (across from the Bull Ring). There is no charge for parking. Breakfast is \$10 (buffet and beverage) and coffee is \$5 (with your choice of muffin or fruit cup).

## The Four-Way Test Means Business

“The Four-Way Test of the things we think, say or do” has served as a model of business ethics for scores of companies since the early 1900s. Originally thought up by past Rotary International President Herbert J. Taylor in 1932, and later adopted by Rotarian Charles R. Walgreen, founder of Walgreen’s drugstore, the model has stood the test of time by providing companies like his with a “prescription for living, a new version of the golden rule.” The first question on the test states “Is it the truth?” Next comes “Is it fair to all concerned?” The second half of this model begins with the question “Will it build goodwill and better friendships?” And finally, “Will it be beneficial to all concerned?”

Herbert J. Taylor developed this famous philosophy when immoral business practices were contributing to and feeding the Great Depression. His goal was to implement something that would ultimately guide people and encourage them to conduct business in a respectable way. A way that would benefit society and hopefully bring them out of the growing economic chaos.

Rotary International picked up the test in 1943 and for a time placed a copyright on it. However, after assuming the role of President in 1954, Taylor realized that it would be much more beneficial for the business world and society as a whole if the test were made public. Since then, Presidents and CEO’s, Rotarians and Professors alike have sworn by the test and give it nothing but praise. It has helped individuals succeed in the air force, has saved companies from bankruptcy, and much more.

**Be a Rotarian who  
reaches out to others.**  
**Please keep in touch with our ‘missing’  
Rotarians who are ill or otherwise unable to attend.**

## ST. ELIZABETH EMERGENCY SHELTER

### MARCH 29, 2008, DISTRICT-WIDE SERVICE DAY



On March 29, 2008, six members of the Rotary Club of Santa Fe Centro spent the morning painting the dining room of the St. Elizabeth Emergency Shelter. Member Ben Larzelere spearheaded the project for the group. The paint and supplies were provided, so the project cost the shelter nothing!

The Emergency Shelter is at the core of St. Elizabeth's overall programs. It provides emergency housing and meals to homeless adults for up to 30 days, along with mail, phone and laundry services. Three separate dormitories hold 22 beds for men, six for women and four for a family, along with a communal dining room, small library and television room. During their stay, shelter guests work together with case management staff to directly address the problems that led to their becoming homeless and to begin rebuilding the self-esteem necessary to regain control of their lives.



Staff also makes referrals for guests, as appropriate, for medical care, employment, housing, benefits and other services offered by partnering human-service and governmental agencies. In return, guests must maintain sobriety, good behavior and willingness to participate in daily chores. During 2007, 43 percent of shelter guests left to move into permanent housing within their 30-day stay limit.

The project took 2 1/2 hours, including cleaning and preparation work. A delightful and heart-filled time!



## **GSE TEAM FROM BRAZIL EVENTS**

**MAY 6-9, 2008**

The GSE Team from Brazil will be in Santa Fe from Tuesday, May 6, through Friday, May 9. Two of these events require reservations. We encourage our members to take advantage of this wonderful opportunity to see and hear all about Brazil and promote worldwide peace and understanding.

### **Tuesday, May 6**

A reception to welcome the GSE team will be held at the Holiday Inn Express at 5:30. Please let Treasurer Steve Johnson know if you will be attending. The host clubs need to know how many beverages will be required.

### **Thursday, May 8**

The GSE team will be making its formal presentation at the noon meeting of the Rotary Club of Santa Fe at The Lodge. Members are encouraged to attend, but reservations are not required. The cost of the lunch is \$16, payable at the door.

### **Friday, May 9**

A farewell dinner for the GSE team will be held Friday night. Please let Treasurer Steve Johnson know if you will be attending and if you want a chicken, beef, or vegetarian entrée. The host clubs need to know how much food will be required.

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## **ROTARY FRIENDSHIP EXCHANGE TO EDMONTON, CANADA**

**JULY 12-26, 2008**

This is a great program starting from your home, arrange your flight to Edmonton where you will be met by Canadian hosts for a two-week romp through the Canadian cities and town of Alberta. You'll stay with one or two families and enjoy the hospitality of our neighbors to the north.

More details will follow along with maps and a complete itinerary.

The cost is two weeks of pure enjoyment and the time to spend in the company of similar like-minded Rotarians. Oh yes, a few dollars will be necessary for incidentals.

Enjoy great cookouts, travel to exotic places, and soak up the culture that you have only dreamed about.

We need six couples and three have already signed up.

Contact PDG DAN SCHULTE at 915-755-3387

or e-mail [SCHULTEDKS@SBCGLOBAL.NET](mailto:SCHULTEDKS@SBCGLOBAL.NET).

## Schedule of Events

- **April 24-26** District Convention in El Paso, Texas.
- **May 6-9** GSE Team from Brazil activities. See Page 4 for details.
- **May 10** Rummage Sale in Eldorado.
- **May 10** Artist of the Year fundraiser for Santa Fe Rotary Foundation. Scottish Rite Temple. Tickets \$150 each.
- **June 7** Santa Fe Run Around. Volunteers needed! See Carl Luff for details.
- **June 15-18** International Convention in Los Angeles, California.
- **June 22** 5:00. Kick-out party for Victoria at the Eldorado Community Center.
- **July 20** Rancho Viejo Run. Volunteers needed!

# April 2008

SUN	MON	TUE	WED	THU	FRI	SAT
		1 7:00 a.m. Club Meeting	2	3	4 Happy Anniversary, Ben!	5
6	7	8 7:00 a.m. Club Meeting	9 10:00 a.m. Reading at Mandefield Head Start.	10	11	12
13	14 Happy Birthday, Mary!	15 7:00 a.m. Club Meeting	16 Happy Anniversary, Ray!	17 7:00 a.m. Board Meeting	18	19
20	21 Happy Anniversary, Carl!	22 7:00 a.m. Club Meeting	23	24 District Convention in El Paso	25 District Convention in El Paso	26 Happy Birthday, Ben!
27	28	29 7:00 a.m. Club Meeting	30 Happy Birthday, Carl!	MAY		Kids@Play basketball and volleyball start this month. Please volunteer!

## Need to Make-Up A Meeting?

- Bernalillo** —Wednesday 6:00 p.m.  
Capos Restaurant
- Espanola** —Tuesday Noon  
La Cocina Restaurant
- Las Vegas** —Tuesday Noon  
Hillcrest Restaurant
- Los Alamos** —Thursday Noon  
Fuller Lodge
- Moriarty** —Monday 6:00 p.m.  
El Comedor Café
- Rio Rancho** —Tuesday 12:15 p.m.  
Your Place or Mine
- Santa Fe Del Sur** — Wednesday Noon  
Santa Fe Country Club
- Santa Fe Downtown** — Thursday Noon  
The Lodge at Santa Fe
- Taos Milagro** — Wednesday 7:20 a.m.  
Quality Inn
- Online**—<http://www.rotaryclubone.org>

## Upcoming Speakers

April 1 - Jean Constant, Club Trainer  
Magazine

April 8 - Claudia Vargas Sitrick  
GSE team member to Brazil

April 15—Chuck Holman, Rotary Member  
Chrystal Meth use in New Mexico

April 22—Club Meeting

April 29—Rhonda Williams. CPA  
Nonprofit Organization Do's and Don'ts

May 6—No Meeting  
Due to GSE Team from Brazil activities  
(See Page 4)

If you have suggestions for future speakers, contact Kathy Segura at [SeguraK@usa.redcross.org](mailto:SeguraK@usa.redcross.org).

## Santa Fe Centro Rotary



Vic Brenneisen  
Centro Co-Founder



Frank Lee  
Centro Co-Founder



Victoria Edwards  
Centro President



Jackie Morgan  
District Governor



Wilfrid J. Wilkinson  
RI President



Garrett Robinson  
Centro President Elect

### Santa Fe Centro Rotary Board

President—Victoria Edwards

President Elect—Garrett Robinson

Secretary—Joe Durr

Treasurer—Steve Johnson

Sergeant-at-Arms—open

Director, Club Administration—Megan McFarlane

Director, Public Relations—James Armijo

Director, Community Service—Barry Gerst

Director, RI Foundation—open

Immediate Past President—Joan Rutherford

Appointments: Club Trainer—Jean Constant; Speakers' Bureau—Katherine Segura; Newsletter—Rhonda Williams.

## Santa Fe Centro Rotary Club Membership

	Work	Home	Email
James Armijo, Insurance	982-4412	438-7161	James.Armijo.JXFR@statefarm.com
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Jean Constant, Art Consultant	695-8595	695-8595	jconstant@nmmc.edu
Paul Crumbacher, Business Systems	820-6007	473-9594	Paul.CBS@att.net
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<http://www.rotary5520.org/santafe/>

Rotary International

[www.rotary.org](http://www.rotary.org)

Rotary District 5520

[www.rotary5520.org](http://www.rotary5520.org)

Centro Sentinel Submissions:

Please email all news about you, your Rotary friends, and any other Rotary activities by the last Thursday of the month:

Rhonda Williams, Newsletter Editor

[Rhonda@barraclough.com](mailto:Rhonda@barraclough.com)

## Santa Fe Centro Rotary Foundation

The Santa Fe Centro Rotary Foundation was formed on March 28, 2006. It is a public charity as defined in Section 501(c)(3) of the Internal Revenue Code and is eligible to receive tax deductible contributions. Its federal tax identification number is 20-5353265.

John E. Barraclough, Jr., is the Registered Agent and the mailing address is: c/o Barraclough & Associates, P.O. Box 1847, Santa Fe, NM 87504-1847. Board members are: Megan McFarlane, Chairman, Rhonda Williams, Secretary, J. Barry Gerst, Treasurer, and Joan Rutherford and Victoria Edwards, members.

Please contact Rhonda Williams for additional information.