

# President's Report

## June 2007



ROTARY CLUB OF SANTA FE CENTRO

# Centro Sentinel

District 5520 Award Winning Newsletter

### President's Message

Another year has flown by. Sometimes I wish I could put the brakes on the passage of time and to slow it down just a little bit. This feeling no doubt stems from the desire to do more and accomplish more. As another Rotary year draws to a close I am thinking about the highlights of our last year. My list would include having our newest member Cheryl O'Connor join our club, our fundraising events for our new Foundation, our simple grant project with Head Start and our club and district meetings. Our board and foundation directors were a tremendous help to the club during the year. It is not possible to move forward without the dedication of this group which is so willing to give its time and energy to fulfilling the goals of Rotary service and fellowship.

Santa Fe Centro has a lot to look forward to with Victoria Edward's presidency. Victoria embodies all of the high principles of Rotary service, dedication, and service. Victoria is also fortunate to have a stellar board of directors assisting her in implementing their vision for the club which was developed at

the board retreat that she held earlier this month.

Speaking of Victoria . . . our club just celebrated a very special kick out party at the wonderful home of Ken and Victoria Edwards. There were over 40 Rotarians, family members and friends in attendance. The views from Victoria's lovely home stretched endlessly to the horizon and were



apparent from every window and vantage point in the house. The house was build by Ken and Victoria over a period of five years and it is a thing of beauty. Assistant Governor Ken Beasley presided over the installation of the 2007-2008 officers for the Rotary Club of Santa Fe. We also got plenty of other District 5520 support from Dick Jones who presented the club with the Presidential

Citation award and Lieutenant Governor Mike Maule.

The kick out party marks the end of another Rotary year and was an exceptional event. Fortunately for us, the ongoing business and events taking place in our club are just as special. We have stimulating and informative programs and great company at each and every meeting. Our support for various community and international efforts will continue to grow. Our contribution to the Railyard Park and Plaza along with the two other Santa Fe clubs is one example of our club efforts. If you check out their website, you will see our names listed on their list of donors. Soon we will be able to see our names on the park bench which will serve as a reminder of Rotary's presence and support for the community.

Best wishes to all of you and your families for a safe, fun and productive summer! Thank you for making this such an enjoyable and memorable year. **Joan**

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## Communicating Better at Work, by Jules Ciotta

Employees often show concern about the quality and quantity of communication at work. Some claim that management gives only lip service to open communication but does little to really communicate with them. Others contend their organizations believe that posting notices on bulletin boards and sending out memos provide adequate communication. Still others say they receive vague instructions that are difficult to follow.

Ineffective communication often results in poor cooperation and coordination, lower productivity, undercurrents of tension, gossip and rumors, and increased turnover and absenteeism. Experience shows there are many ways managers can improve internal communication. Here are some things you should do:

- **Understand that** communication is a two-way street. It involves giving information and getting feedback from employees. It isn't finished when information is given.
- **Put more** emphasis on face-to-face communication with employees. Don't rely mainly on bulletin boards, memos and other written communication.
- **Ask yourself**, each time you give an instruction, if the message is clear. Most vagueness is caused by failing to be specific. Example: Don't just tell an employee to "show more interest" in his or her work. If an employee spends too much time chatting with others, be specific about it.
- **View information** as "service to" employees and not "power over" them.
- **Listen to** employees; show respect for them when they speak. They'll feel like part of the team and will tend to be more dedicated and productive. One way: Ask questions to show interest and clarify points.
- **Don't just** talk open-door policy. Practice it by walking around and talking to employees. Allow people to disagree and to come up with new ideas.
- **Conduct one-on-one** meetings. Ask each employee to tell you how you can help him do a better job. Then how he can help you do a better job.
- **Prepare publications** frequently. Emphasize current issues that employees care about; don't use pretty publications versus ones with substance.

**Concentrate** on building credibility with employees. Managers who lack credibility and fail to create a climate of trust and openness aren't believed – no matter how hard they try to communicate.

Jules Ciotta is an organizational psychologist and has conducted training and provided consulting in motivation and communication with emphasis on management skills, team building, human relations and quality. He is owner of Motivation Communications Associates, an Atlanta-based human relations consulting and training firm. He lectures frequently at SNPA Foundation Traveling Campus programs. You can reach Ciotta at 1706 Harts Run, Atlanta, GA 30341; by phone at (770) 457-4100; by fax at: (770) 551-0320; or by email at: [julesciotta@msn.com](mailto:julesciotta@msn.com).

## Incoming Officers

PRESIDENT: Victoria Edwards

PRESIDENT ELECT: Garrett Robinson

SECRETARY: Joe Durr

TREASURER: Steve Johnson

SERGEANT-AT-ARMS: Joe Durr

DIRECTOR, CLUB ADMINISTRATION: Megan McFarlane

DIRECTOR, PUBLIC RELATIONS: James Armijo

DIRECTOR, COMMUNITY SERVICE: Barry Gerst

DIRECTOR, RI FOUNDATION:

IMMEDIATE PAST PRESIDENT: Joan Rutherford

# July Service Projects

**July 3-4**

**Pancakes on the Plaza**

(to sign-up email Joan Rutherford)

**July 9**

**Continental Divide Trail Project**

Cuba, NM

(for further information email Barry Gerst)

**July 12**

**Santa Fe Head Start Reading**

11:00—11:30 a.m.

(for further information email Victoria Edwards)

**July 12**

**Continental Divide Trail Project**

Abiquiu, NM

(for further information email Barry Gerst)

**July 15-take and July 21-pickup (Girls Camp)**

**July 21-take and July 27-pickup (Boys Camp)**

**RYLA Camp**

We need volunteers to take and pick-up our Santa Fe RYLA Campers to Apple Mtn. Camp — South Hwy 14, East of Albuquerque  
(to volunteer, please email Barry Gerst as soon as possible!!)

**July 18**

**Immunization Clinic**

9:00 a.m.—1:00 p.m.

(to volunteer email Victoria Edwards)

**July 22 (Sun.)**

**Rancho Viejo Run**

(to sign-up email Joan Rutherford)

**July 26**

**Santa Fe Head Start Reading**

11:00—11:30 a.m.

(for further information email Victoria Edwards)

## Schedule of Events

- **June 2, 2007** Pecos River Cleanup, Frankie's in Pecos, 8:30 a.m. to 2:00 p.m.
- **June 17-20, 2007** 98th Annual RI Convention, Salt Lake City, UT.
- **June 21** Board Meeting.
- **June 24, 2007** Kick-out party at Victoria's home in Stanley.
- **July 3, 4** Pancakes on the Plaza.
- **July 12** Head Start reading.
- **July 18** Immunization Clinic 9:00 a.m. to 1:00 p.m.
- **July 22** Rancho Viejo Run.
- **July 26** Head Start reading.

# June 2007

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5 7:00 a.m. Club Meeting	6	7	8	9
10	11	12 7:00 a.m. Club Meeting	13	14	15	16
17	18 Happy birthday, Lew!	19 7:00 a.m. Club Meeting	20	21	22	23
24	25	26 7:00 a.m. Club Meeting	27	28	29	30

## 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  
Inn at Loretto
- Taos Milagro** — Wednesday 7:20 a.m.  
Quality Inn
- Online**—<http://www.rotaryclubone.org>

## Upcoming Speakers

June 5  
Bob Peiser, Shelterbox USA

June 12  
Jean Constant, Artist & Rotary Member

June 19  
Candi Aguilar, Relay New Mexico

June 26  
John Berkenfield, Rancho de las Golondrinas

July 3  
John Onstott—Immunization Coalition

July 10  
Club Assembly

July 17  
Joan Logghe, local author

If you have suggestions for future speakers, contact Victoria at [vlynneedwards@yahoo.com](mailto:vlynneedwards@yahoo.com).

## Santa Fe Centro Rotary



Vic Brenneisen  
Centro Co-Founder



Frank Lee  
Centro Co-Founder



Joan Rutherford  
Centro President



Dennis Edwards  
District Governor



William Boyd  
RI President



Victoria Edwards  
Centro President Elect

### Santa Fe Centro Rotary Board

President—Joan Rutherford

President Elect—Victoria Edwards

Secretary—Joe Durr

Treasurer—Steve Johnson

Sergeant-at-Arms—Joe Durr

Director, Community Service—Vacant

Director, Club Service—Mary Walta

Director, Vocational Service—James Armijo

Director, International Service—Ray Gere

Immediate Past President—Megan McFarlane

Appointments: Membership Committee Chairs—  
Mary Walta and Lew Geer.

## Santa Fe Centro Rotary Club Membership

	Work	Home	Email
James Armijo, Insurance	982-4412	438-7161	James.Armijo.JXFR@statefarm.com
John Barraclough (Honorary Member)	983-3387	988-4007	john@barraclough.com
Jean Constant, Art Consultant	695-8595	695-8595	jconstant@nmmc.edu
Paul Crumbacher, Business Systems	820-6007	473-9594	Paul.CBS@att.net
Joe Durr, Banking	992-1745	820-6376	joe.durr@charterco.com
Victoria Edwards, Real Estate	820-2700	832-1456	vlynneedwards@yahoo.com
Ron Fellows, Natural Resource Mgmt.	820-9201		rfellows@comcast.net
Lew Geer, Business Coach	988-3704	988-3704	lew@lewgeer.com
Ray Gere, Office Management	983-1771	466-0129	raymondgere@yahoo.com
Barry Gerst, Financial Advisor	989-5111	989-5078	jbergerst1@comcast.net
Steve Johnson, CPA	988-2527	466-2726	sjohnson@gillandkohr.com
Megan McFarlane, Fundraising		466-6203	megsmcfarlane@yahoo.com
Michael Milligan (Honorary Member)			michael@ecor.org
Cheryl O'Connor	476-3480	982-7221	cheryl.oconnor@state.nm.us
Garrett Robinson (Honorary Member)	820-3349	473-1105	garrett@bridgesfarms.net
Joan Rutherford, Nonprofit Health	989-1600	466-9262	jrutherford@nmhia.com
Mary Walta, Trial Attorney		983-6269	mwalta@aol.com
Rhonda Williams, CPA	983-3387	466-3378	rhonda@barraclough.com
Don Zillman, (Honorary Member)	983-1722		zillman@maine.edu

### Santa Fe Centro Rotary

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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 Service 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.