



# Centro Sentinel

## District 5520 Award Winning Newsletter

# President's Report October 2007



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



### President's Message

As our RI President, Wilf Wilkenson said in his message in the September Rotarian, "All of us in Rotary know that we're a part of something larger than ourselves. We know that Rotary is an organization that transcends the boundaries of religion, language, and culture." I would like to commend all Centro Rotarians for making a difference in the lives of others this past month. You have done an outstanding job in sharing, caring, and giving of your time and money. I saw many of you helping take tickets at Zozobra; Joan and Susanne took time out of a busy Saturday a couple of weeks ago to help the Del Sur Rotary Club paint some of the resident's quarters at St. Elizabeth's Shelter; and there were many of you who donated items for our rummage sale and also to helped at the booth. Thank you!! We hung our new Rotary banner up in the pine trees to show it off and let those walking by know that Rotary is out doing good work. We hope that whenever our club is involved in the community in any manner, that the banner will be taken and prominently displayed. It is beautiful and we want to thank the NMSU Rotaract Club for having it made for us.

We continue to grow in numbers and would like to welcome our newsiest members, Ben Larzelere and Carl Luff! Ben comes to us from the Downtown Rotary Club here in Santa Fe and is a Minister at Christ Lutheran Church. Welcome Ben! Carl also comes to us from the Downtown Rotary Club and is a financial advisor. Welcome Carl!

I am happy to report that the Santa Fe Immunization Coalition gave 1,570 shots to 1,086 kids in 7 days during its free clinic the first week in August. Thanks again to Centro Rotarians for spending time to assist in this very worthwhile project. The Coalition is sponsored by the Downtown Santa Fe Rotary Club. Along side of them, there are many, many state workers and volunteers that spend hours of their free time to make these clinics a success. They all deserve a pat on the back! Thank you!

Our club will be celebrating its 15<sup>th</sup> year and in honor of this momentous occasion invite each of you to the anniversary celebration on November 2 at the Hotel Plaza Real. Tickets are \$35 each. We will have a nice Italian dinner, silent auction and raffle and an overall good time. We would like to invite all past members, so if you know of any, please invite them to join us. This is also a good time to bring a prospec-

tive member and show them that Rotarians know to have fun. We are asking that each member contribute one item towards our silent auction. You are welcome to bring them to any meeting between now and Nov. 2<sup>nd</sup>. All proceeds from the silent auction will go to the Santa Fe Centro Rotary Foundation.

Centro is proud to be among a few clubs in our district who now have an official club trainer, per our District Governor Jackie Morgan's request. Jean Constant has done a marvelous job the past two months in teaching us more about Rotary and how to become better Rotarians! Thanks, Jean.

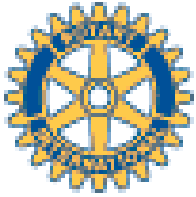
Let's continue to grow in numbers and make our community aware of the great things that Rotary stands for. Happy Fall!

**Victoria Edwards**



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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.

*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!*

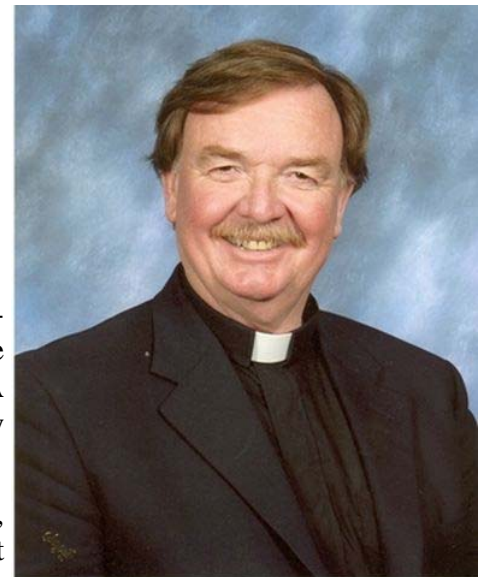
## Meet New Member Ben Larzelere

- Name:** Benjamin Larzelere III
- Rotary Classification:** Clergy
- Employer:** Christ Lutheran Church
- Birthday:** April 25
- Spouse’s Name:** Beverly
- Wedding Anniversary:** April 4

I was born in Doylestown, Pennsylvania and grew up on the family farm. After High School (1964), I received my BA degree (Greek Major) at Susquehanna University in Selinsgrove, PA (1968) and my MDiv degree at the Lutheran Theological Seminary at Gettysburg (1972).

My wife, Beverly and I were married in 1970 and moved to Ault, CO for a year of my Internship at First Lutheran Church in that town. After returning to Gettysburg for my final year of Seminary education I was Ordained in 1972 and called to be the Associate Pastor of St. Luke’s Lutheran Church in Albuquerque. Three years later (1975) we moved to Santa Fe in 1975 where I became the Pastor of Christ Lutheran Church in Santa Fe.

My interests beyond parish life are: Classical and Koiné (New Testament) Greek; community life and service, especially in the area of Human Rights; Jewish and Christian Dialogue and other ecumenical and interfaith activities; art and music. I am an avid touring bicyclist.



**Items are needed for our 15th anniversary silent auction (to benefit our foundation). Bring items to any meeting up to November 2. Our goal is for each member to provide one item.**

## Out of the Box and In the Bag

by Ken Beesley, Assistant Governor

### 10 Suggestions—Ken’s 10 suggestions for membership growth

10. Pick a Membership Chair and set a goal.

Pick an enthusiastic Membership Chair for a three year term and give them financial and moral support and then let them loose.

Set a goal:     3 year             1 year             6 months             Now double it!

9. Set objectives: How are you going to reach your membership goals?

8. Adequate room to grow in reaching your goal. Crowded space loses members!

7. Consistent Interesting Programs for your Rotary meetings. (Don’t waste my time!)

6. Professional/Readable name tags with category.

5. Connect fundraising with service projects. (List your clubs gifts over the past 3 years.)

4. Monthly/Quarterly “Guest Rush” – August is Membership month on the Rotarian calendar.

3. Guest Packet? DVD – Welcome from the president, Purpose, Attitude, Service. Cost and Payback!

2. Invitation Card (Business Card size) invitation time place, day. Have a place for a Rotarian to sign the invitation.

1. Invite, Invite, Invite: everyone is part of the invitation and greeting team. – Go get ’em!

### Outside Elements

Attrition is a dynamic when you are reaching new people and building your club’s membership. Stop and think a minute. What turns off a Rotary member? Work on correcting and improving your club meetings.

1. A crowded meeting room is a turn off. **Your meeting room is critical in adding and maintaining your membership.** You have to have a room that you can grow into in reaching new members. People need “elbow room” or they feel uncomfortable. A sign for needed room in your meeting place is a rise and fall in weekly attendance or a flip-flop; ½ attends one week and the other the following week.

2. A “Cool Ambience”: A second element in the meeting room that discourages members is what I call a cool ambience. **Poor lighting, outside distractions, uncomfortable seats, and poor line of sight make for a poor meeting.** Imagine having a program on Domestic Violence and hearing a siren scream by your meeting room. Not good.

Poor Public Address System:

**An adequate sound system is a tool for communication of information.** It is a focal point and greatly enhances communication. People respond when they read, see and hear. There is nothing more discouraging than not being able to hear unless it is being blasted out by an over abundance of decibels. Have a “tech-minded” Rotarian set up the sound system before the meeting begins.

Poorly Planned Meetings:

“Stop and smell the roses” verses “Don’t waste my time.”

Rotarians are busy people. Their schedules are full and their time is valuable. (continued on Page 4)

**Out of the Box** (continued from Page 3) It is discouraging to go to a Rotary meeting and find there is no program. **Rotary meetings need to be a time to enjoy a lunch, greet familiar friends, meet new people and learn about other businesses, services or events in the community and world.**

Poor Attendance: Rotary has always encouraged consistent attendance. **Your attendance is important for good morale, both for the club and the individual Rotarian.** Rotary meeting is a time to encourage other Rotarians. It is a time to meet and greet guests. You become a mentor for new Rotarians. Rotary gains, club members gain, guests gain, and you gain.

### Did You Know

Membership additions, development and retention are issues that have the support of the Rotary International president. The axiom of “Lead from the top down” applies to even the intimate clubs of northern New Mexico.

- RI established the Regional Rotary International Membership Coordinator (RRIMC) program that provides a network of 44 highly trained Rotarians who are knowledgeable about membership development strategies and techniques. Use this resource.
- RI has provided downloadable and practical brochures relating to membership development; titles like “How to Propose a New Member,” “New Member Orientation,” and “What is Rotary?” Pick and choose and adapt. Design a “Guest packet” and “New Member packet” that are unique to your club.
- In September there is an e-Assembly. The topic is “Membership.” This is a great tool for developing a plan and strategy for new members for your club. Our district brings in recognized leaders from across the United States. It is informative, encouraging, and confirms ideas relating to “Membership.” Besides being a fun time to meet with other Rotarians in your area, what is most important is you will not waste your time.
- District 5520 – The structure of the district is “Support” for your club. Starting with Jackie Morgan, Governor, Jack Fairall, District Membership Chairman, Mike Maule, Lt. Governor for the North Action Team, Me (Ken Beesley), an illustrious and imaginative Assistant Governor, and a wide selection of Rotarians in the area who have experience. Use them as a resource for ideas and information that will help membership in your club.

Use these ideas and put together a plan for membership. Ideas are only half of the equation. Action is the other half. The motto for Nike is “Just do it!” It does take time, focus, initiative, and effort, but there are rewards for you and your club. You have the tools and support to do a great job in membership addition, development and retention. My challenge to you is to get after it. Rotary Shares!



### COFFEE MATH

If you stop every morning for a drive-thru jolt to get you going, and after work you grab a yummy latte for the drive home, you're paying out at least \$6 a day. Multiply that by 5 working days, and that's \$30 a week. And that means \$120 a month (not counting weekends or other work days, even). So, over a year, you'll pass over \$1,000 through your personal plumbing. Do you think you might be able to spare a bit of that? Whether or not you're a strictly religious person, think about the concept of tithing – that word comes from a root word for a “tenth.” Do you think that our Rotary Foundation could use an amount equal to a tenth of what many people just flush away? All our Rotary Foundation asks is that Every Rotarian will donate at least \$100 Every Year to make the world a safer, healthier, happier place.

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).

## Club Needs and Service Projects

- Immunization Coalition Clinic on Oct. 3, 8:00 - 12:00 noon. Call if you can help: Karen Armitage, New Mexico Department of Health, Cell (505) 470-7325, held at the Santa Fe County Health Office, 605 Letrado St. , near Salvador Perez Pool and Recreation Center , right off Alta Vista.
- Monthly planning meeting for the Immunization Coalition, it is the first Wed., of each month from 3:00 - 5:00 p.m. at the same address as the clinic.
- Ongoing club projects are Kids @ Play and reading at Mandefield Head Start. Contact Barry Gerst for additional information.
- Silent auction items for 15th anniversary party to benefit Santa Fe Centro Foundation.
- Old Rotary magazines for prospective member packets.

## Ongoing Community Needs

**The Food Depot** (1222 Siler Road) is encouraging home gardeners to donate any extra produce that they may have from their home gardens.

“Hunger Knows No Season”

**Bienvenidos Outreach** (1219 Luisa Street, Suite 3, Phone: 986-0583) accepts donations throughout the year. As the holidays approach, food basket items will be needed: turkeys and hams, frozen pies, canned vegetables and fruits, potatoes, yams, stuffing, candies and cakes, gift cards from markets and stores, phone cards for the homeless, new toys, books, and games.

Here is their general *Wish List* of items that they can use throughout the year:

Food items of all kinds (frozen, fresh, canned)

Meats, chicken, turkey, cheese, eggs, dairy

Personal hygiene items (toothbrushes, paste, combs, deodorant, shampoos)

Items for the homeless (tents, sleeping bags, tarps, can openers, water bottles, toilet paper)

Postage stamps, post-its, copy paper

Pantry needs (plastic bags of all sizes, paper towels, dish soap, toilet paper)

Clean used clothing, linens, kitchen and miscellaneous items

**St. Elizabeth Shelter** (804 Alarid Street, Phone 986-6611) **Winter Wish List**

Clothing, sleeping bags, sleeping pads or mats, blankets, warm winter clothing (coats, scarves, boots, hats, gloves, socks, etc.) in good condition.

Personal hygiene: shaving cream, disposable razors, toothbrushes, toothpaste, shampoo, band aids, sealed cold medication, cough drops.

Food: ground beef, chicken, pork, ham, turkey, roasts, eggs, milk, cheese.

Larger items: computer, dresser, TV, blender, lamps, car in good running condition

**Youth Shelters and Family Services** (Phone: 955-1648) **Wish List**

Clothing: socks and hoodies

Food: Spam, Vienna Sausages, single serve snacks, Chef Boyardee spaghetti, ravioli, etc., lunch meats, cheeses, bread (delivered at the beginning of the week to Outreach) veggies for sandwiches (lettuce, tomatoes, onions, pickles), canned fruit, water in individual bottles, power bars

Health & Beauty: foot powder (Gold Bond), sunscreen, shampoo, conditioner, laundry soap, hand soap

Survival equipment: tarps, tents, backpacks, sleeping bags

## Schedule of Events

- **October 3** Immunization Coalition Clinic 8:00 to 12:00 noon. Santa Fe County Health Office, 605 Letrado Street.
- **October 11 and October 25** Reading at Mandefield Head Start.
- **October 18** Board meeting at Mission Café.
- **October 25-27** Tri-District Conference in Pueblo, CO.
- **November 2** 15th Anniversary Party at Hotel Plaza Real. Tickets \$35.

# October 2007

SUN	MON	TUE	WED	THU	FRI	SAT
	1 Happy birthday, Barry & Cheryl!	2	3	4	5 Happy birthday, Ray!	6
7	8	9 7:00 a.m. Club Meeting	10	11 Happy birthday, Susanne! Head Start reading	12	13
14	15	16 7:00 a.m. Club Meeting	17	18 12:00 noon Board Meeting	19	20 Happy anniversary, Susanne!
21	22	23 7:00 a.m. Club Meeting	24	25 Tri-District Conference Head Start reading	26 Tri-District Conference	27 Tri-District Conference
28	29	30 7:00 a.m. Club Meeting	31 	November 1	2 15th Anniversary Party	3

## 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

October 2—Jean Constant, Club Trainer  
Vocational Service Month

October 9—Ben Larzelere, Greece and the Greek Language

October 16—Peter Burck, Pecos River Basin

October 23—Dr. Ted Parnall, UNM Law Professor  
“Law in some gentle and tough places: experiences from Africa, Asia, and Central America

October 30—Patrick Bates, Lightworks Media

November 6—Jean Constant, Club Trainer  
Rotary Foundation Month

Nov. 13 Barry Kaye, US Navy Veteran

If you have suggestions for future speakers, contact Cheryl O'Connor at [cheryl.oconnor@state.nm.us](mailto:cheryl.oconnor@state.nm.us).

## 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—Cheryl O'Connor; Newsletter—Rhonda Williams.

## Santa Fe Centro Rotary Club Membership

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James Armijo, Insurance	982-4412	438-7161	James.Armijo.JXFR@statefarm.com
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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
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	jbgerst1@comcast.net
Steve Johnson, CPA	988-2527	466-2726	sjohnson@gillandkohr.com
Susanne Kennedy, Loan Officer	986-9080	984-0091	susanne@homebuyersmtg.com
Benjamin Larzelere III, Clergy	988-5271		benlarzelere@msn.com
Megan McFarlane, Fundraising		466-6203	megsmcfarlane@yahoo.com
Michael Milligan (Honorary Member)			michael@ecor.org
Cheryl O'Connor, Attorney	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
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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.