



# The Lithia Springs Rotarian

The Rotary Club of  
Ashland-Lithia Springs  
Chartered - April 1992  
District 5110, Club 28663

## 2010—2011 Officers

### President

Dave Dotterrer

### President-Elect

Mike Faught

### Secretary

Maureen Slack

### Treasurer

Loren Jenkins

### Past President /TRF Chair

Katharine Danner

## Committee Chairs

### Club Service

Jim Larsen

### Community Service

Tim Tuttle

### Vocational Service

Rodger Busse

### International Service

Kim Galloway

### Membership

Tysen Mueller

## Meetings

Tuesday @ 7:00 AM  
Ashland Community Center  
59 Winburn Way  
Ashland OR

## Contact

PO Box 1304  
Ashland OR 97520

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



Volume 20, Issue 3

July 20, 2010

## This Week's Program

Fire Chief John Karns will provide an update on the Ashland Forest Resiliency (AFR) stewardship project.

In April, the Rogue River-Siskiyou National Forest, the City of Ashland, Lomakatsi Restoration Project, and The Nature Conservancy signed a \$5.1 million stewardship agreement to implement the first phase of the AFR Project. Funding for the project includes \$4.5 million from the American Recovery and Reinvestment Act to create jobs in the local economy and begin forest restoration work within the Ashland Creek Watershed.

In May, crews began their work close to town in the "wild land-urban interface" zone where wildfires are most threatening to homes. To date, crews have thinned trees and brush on 49 acres off of upper Granite Street on the Ashland Loop Road.

For the remainder of summer 2010, project partners will be planning the next units for work in the fall. Workers will be flagging out boundaries

and special areas such as steep slopes, fisher leave blocks, and spotted owl habitat areas. Prescriptions will be written for which trees to cut and leave and a public meeting will take place in July to explain the overall plan and the first phase of the project.

Work is planned to continue over a 10-year time-frame, working up into the watershed and ultimately treating 7,600 acres.

For more information about the AFR project, visit [www.ashlandwatershed.org](http://www.ashlandwatershed.org).

## Volunteers:

Greeter: Dana T.

Song: Katharine

Inspiration: Liza

Happy Dollars: Bob

## Next Week's Program:

Municipal Court Judge Pam Burkholder will discuss Ashland's Municipal Court process.

## Membership and Strength

In the latest survey of non-Rotarians' perceptions of Rotary, there was a continued, significant lack of knowledge of what Rotary actually does, what Rotary accomplishes within the community or internationally, and how one would become involved in or engaged with Rotary's efforts.

Rotary's future lies in strong, focused clubs that are well known for their accomplishments and contributions that are improving lives in their own communities, as well as communities worldwide. Dynamic clubs attract new members, and they are a source of pride for existing members.



Bearing this in mind, consider the following questions (and the revised RI Strategic Plan on page 2):

- What are three innovative things your club has done — or will do — to address membership issues relevant to your region?
- How has your club become more flexible to accommodate the needs of younger working professionals? What specifically have you done — or can you do — to attract members from a diverse cross-section of your community?
- How is your club approaching membership recruitment and retention differently than it did 5, 10, and 20 years ago?
- What does your club offer to its prospective and current members in terms of leadership development opportunities?

## THE OBJECT OF ROTARY

The Object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise, in particular, to encourage and foster:

**FIRST.** The development of acquaintance as an opportunity for service;

**SECOND.** High ethical standards in business and professions, the recognition of the worthiness of all useful occupations, and the dignifying of each Rotarian's occupation as an opportunity to serve society;

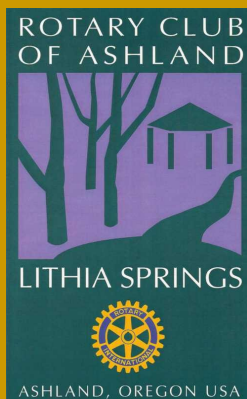
**THIRD.** The application of the ideal of service in each Rotarian's personal, business, and community life;

**FOURTH.** The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.

## THE FOUR WAY TEST

Of the things we think, say and do

- 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?



## The Rotary Club of Ashland-Lithia Springs. Service Above Self.

### RI Strategic Plan & Rotary Coordinators

With the start of the new Rotary year, Rotary International's revised Strategic Plan officially goes into effect. The plan comprises three priorities, all of equal importance to Rotary's future: 1) Support and Strengthen Clubs, 2) Focus and Increase Humanitarian Service, and 3) Enhance Public Image and Awareness. These priorities stem from Rotary's core values: Service, Leadership, Diversity, Integrity, and Fellowship.

#### The goals for Support and Strengthen Clubs are:

- Foster club innovation and flexibility
- Balance activities in all Avenues of Service
- Promote membership diversity
- Improve member recruitment and retention
- Develop leaders
- Extend Rotary
- Encourage strategic planning at club and district levels

#### The goals for Focus and Increase Humanitarian Service are:

- Eradicate polio
- Increase sustainable service focused on
  - New Generations Service programs
  - Our six areas of focus
- Expand strategic partnerships and cooperative relationships
- Create significant projects both locally and internationally

#### The goals for Enhance Public Image and Awareness are:

- Unify image and brand awareness
- Publicize action-oriented service
- Promote core values
- Emphasize vocational service
- Encourage clubs to promote their networking opportunities and signature activities

RI has created the new position of Rotary Coordinator (RC) to help districts implement this revised plan and assist with club development. PDG Judi Beard Strubing (Eugene Airport) is the Zone 25 RC. As RC, she is the resident expert for 'everything Rotary' in Zone 25 - the 10 districts stretching from BC to Northern CA, NV, and over to Idaho. You can contact her at [judi5110@comcast.net](mailto:judi5110@comcast.net).

### Make-up Meeting Locations

#### MONDAY

Bear Creek Valley: Black Bear Diner — Noon

#### TUESDAY

Eagle Point: Eagle Point Golf Club — 7 AM

Medford Rotary: Rogue Valley Country Club — 12:10 PM

#### WEDNESDAY

North Medford: Rogue Regency Inn — 7 AM

Central Point: Padgham Pavilion, Jackson Co. Expo — Noon

Quail Point: Black Bear Diner — Noon

Rogue Valley After Five: Sunrise Cafe — 5:30 PM

#### THURSDAY

Jacksonville Applegate: Bella Union Restaurant — 6:45 AM

Ashland Rotary: First United Methodist Church — Noon

#### FRIDAY

Greater Medford: Rogue Valley Country Club — 6:45 AM

Medford Rogue: Red Lion — 12:15 PM

#### ONLINE

Rotary eClub One: [www.rotaryclubone.org](http://www.rotaryclubone.org)

### Paul Harris Said ...

"Good works are not all there is in Rotary; good works are expressions only of something beneath. Some of the most powerful forces in the world are invisible... electricity, ...gravity. Even the air we breathe is invisible and yet it sustains life. The power of Rotary is invisible and yet it performs miracles.

The gates of empires have been lifted from their hinges by the power of ideas. Beneath the good works of Rotary there is an invisible power; it is the power of good-will and by virtue of the power of good-will Rotary exists."

Paul Harris,  
"My Road to Rotary", 1948