

Periodicals Class Postage
PAID
 at FRANKFORT, KY 40601

YEARS OF PERFECT ATTENDANCE

Charlie Hinds.....	48 Years
Barry K. Holder	41 Years
Duane Ellis	40 Years
Terry Shockley.....	34 Years
Bill Miller.....	34 Years
Sherrill Smith.....	32 Years
Ed Dance	31 Years
Barry K. Holder, Jr.....	30 Years
Jim Richardson	29 Years
Lee Troutwine.....	29 Years
Bob Bullock	28 Years
Joe Russell Johnson.....	27 Years
John Palmore.....	25 Years
Steve Dooley.....	24 Years
David Weller.....	21 Years
Polly Green	21 Years
Clay Hulette.....	20 Years
Don Dykman	19 Years
Pat Badgett	17 Years
Ron Christopher.....	17 Years
Dennis VanHorn.....	15 Years
John Loyd.....	13 Years
Richard Boyer	13 Years
Ted Collins.....	12 Years
Richard Watkins	12 Years
RB Brown.....	10 Years
Gregory Fuchs	10 Years
Arthur Kelly.....	9 Years
Orman Wright.....	9 Years
Richard Taylor	8 Years
Carol Palmore	7 Years
Tom Utterback.....	7 Years
John Sower	5 Years
Joyce Honaker	5 Years
Presley Winner.....	5 Years
Brenda Rice	4 Years
John Avent	4 Years
Charlie Geveden	4 Years
Sallie Lanham	3 Years
Dudley Ellis	3 Years
Don Dampier.....	2 Years
Tim Pennington	2 Years
Dave Steele.....	2 Years
James Shepherd.....	1 Year
Jim Wolcott.....	1 Year
William Webb	1 Year
Christina Harrison	1 Year
Teresa Hockensmith.....	1 Year
Dan Egbers	1 Year
Gordon Saks	1 Year
Mary Saks	1 Year

THE
Frankfortarian

**THE OFFICIAL BULLETIN OF THE
 ROTARY CLUB OF FRANKFORT**

P.O. Box 93, Frankfort, KY 40602

The weekly meeting of the Frankfort Rotary Club
 airs on Cable 10 at 7pm Monday and 9am Tuesday

OFFICERS AND BOARD OF DIRECTORS: 2014-15

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Gary C.K. Huang, President
 ROTARY INTERNATIONAL
 Taipei, Taiwan

Jayne Cathcart Crisp - Murray
 Governor of District 6710

**The Rotary Club of Frankfort Meets Every
 Wednesday at the Capital Plaza Hotel
 From 11:45 a.m. Until 1:00 p.m.**

**Frankfort Rotary Club website:
<http://www.frankfort-rotary.org>
 The URL for the district website is
<http://www.rotarydistrict6710.org>
 Rotary International Website is
<http://www.rotary.org/>**

NEIGHBORING CLUBS

Monday:	Eminence-Henry County Public Library	12:00 noon
	Owenton-Smith House	12:10 p.m.
Tuesday:	Lexington Sunshine-LaFayette Club	7:00 a.m.
	Georgetown-Golden Corral	12:00 noon
	Shelbyville-Centenary United Meth.....	12:00 noon
	Versailles-At the Hospital	12:00 noon
Thursday:	Lawrenceburg-Anderson Public Library	12:00 noon
	Lexington-Fasig Tipton.....	12:00 noon
	Louisville-Galt House	12:10 p.m.

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THE
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ROTARY CLUB
OF
FRANKFORT, KENTUCKY

DISTRICT 6710 • CLUB NO. 3717 • ORGANIZED DECEMBER 1922

Service Above Self

VOL. NO. XL

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Feb. 25, 2015

Next Week's Program...

Rotary will be having our **Annual Speech Contest** with the local high school students participating.

Monthly Make-up Meeting

The next monthly make-up meeting will be held at noon on Monday, March 2 at the China Buffet adjacent to Kmart on Hwy 127.

Major Donor Award given

Congratulations to PDG Terry and Jo Shockley for receiving a Major Donor Award for their contributions to the Rotary Foundation. The award was presented on behalf of RI by DG Jayne Crisp at the International Dinner

Rotary Facts:

Formation: 1905: 110 years ago
Membership: 1.22 Million members
Official Language: ... English, French, German,
Italian, Japanese, Korean
Location: Global
Key People: Paul P. Harris (Founder)

Rotary's Philosophy

Rotary's object is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

1. The development of acquaintance as an opportunity for service;
2. 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;
3. The application of the ideal of service in each Rotarian's personal, business, and community life;
4. The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.

This objective is set against the "Rotary 4-way Test", used to see if a planned action is compatible with the Rotarian spirit. The test was developed by Rotarian and entrepreneur Herbert J. Taylor during the Great Depression as a set of guidelines for restoring faltering businesses and was adopted as the standard of ethics by Rotary in 1942. It is still seen as a standard for ethics in business management:

The 4-Way Test considers the following questions in respect to thinking, saying or doing:

- * Is it the truth?
- * Is it fair to all concerned?
- * Will it build goodwill and better friendships?
- * Will it be beneficial to all concerned?

Rotary Research Update

To everyone who participated in a survey in 2014, thank you! Your participation in surveys is important: Following are highlights of 2014 survey results and announcements of upcoming 2015 surveys.

Highlights of 2014 Results

Rotary Strategic Plan Survey – In March 2014, over 10,000 Rotarians provided their feedback on a variety of Rotary strategic planning topics. Results indicate that Rotarians agree with the goals and priorities of the RI strategic plan, are proud to be members of Rotary and proud of Rotary's efforts to end polio. Areas of opportunity include concerns about membership growth/decline, membership diversity, awareness of new online tools, and frustration with "old-fashioned" processes and bureaucracy. The full Strategic Plan Survey Results report can be read on Rotary.org.

Club Invoicing Survey – In May 2014, Rotary conducted a survey of 18,000 club officers on their experiences and perceptions of the new membership reporting and dues payment processes. 87% were in favor of the changes, and nearly half of all respondents said the new process would have no impact on their current reporting or dues payment process. 88% anticipated no challenges in reporting their membership changes within 30 days. The new process began in January 2015. Questions about this research or about the new club invoicing and membership reporting process can be directed to clubinvoice@rotary.org.

Survey of Rotary Alumni – In July 2014, RI's Alumni Relations team surveyed former Rotary program participants, current Rotaractors, and former Rotaract club members. The objective was to collect information about the quality of alumni engagement with Rotary and alumni perceptions of Rotary. The survey revealed that 43% of alumni respondents were contacted by a Rotarian in the past year. However, 34% of respondents said they were "not sure" if they wanted to join a Rotary/Rotaract club. 11% of respondents said they were "not at all" interested in joining Rotary. These and other findings from the survey will be used to improve and expand Rotary's engagement strategies with alumni.

Upcoming 2015 Surveys

March: Assessment of Services Provided by Rotary's Headquarters and Regional Offices

Member dues to Rotary International (RI) fund many services provided by Rotary's headquarters in Evanston/Chicago, IL, USA and official regional offices around the world. This survey asks whether Rotary is providing the right services in the right places to serve members in the right way. A random sample of Rotarians and Rotaractors will be invited to participate in this survey.

April: RI Strategic Measures: Membership Feedback Survey

In October, Rotary's Board of Directors implemented comprehensive metrics to regularly measure progress towards the goals of the RI Strategic Plan. As part of this ongoing commitment to measure progress, a random selection of members around the world will receive a survey that asks about satisfaction with various aspects of their club and Rotary as a whole.

Rotary.org and Online Tools

To better understand barriers to using Rotary's website, Rotary held focus groups at the 2014 Convention and conducted a survey in July 2014. A total of 4,388 Rotarians and Rotaractors from 130 countries participated in the survey. When asked to "help Rotary prioritize areas for improvement," respondents viewed the following as most important to do: (1) Increase awareness of the content and activities that can be completed on Rotary.org; (2) Improve the search function and make it easier to find content on the website; and (3) Communicate more about why to use Rotary.org

The survey also gathered feedback and recommendations for improvement for each of Rotary.org's online tools (My Rotary, Rotary Club Central, Online Grants Application, Rotary Showcase, etc.) The findings from the research are being used to improve the website and online tools.