



# GOLDEN NUGGETS

Of the  
**ROTARY CLUB OF GOLDEN, COLORADO**

August 8, 2006 — Volume 21, Number 3

## SCHEDULE REMINDERS

Please note for your schedule that we will have two **DARK DAYS** coming during the next month. The first is August 22<sup>nd</sup>, when we will have our annual picnic in the mountains the same week, on Thursday, August 24<sup>th</sup>. The second will be on September 5<sup>th</sup>, the day after Labor Day when Rolling Hills CC is closed. Make a note of these changes.

## CALENDAR OF EVENTS

**Today, August 8** – Chet Myers and Jaime Yrastorza of the Wheatridge club will update us on the Philippine water project.

**August 10** - Board of Directors meeting, 7:30 am, at Guaranty Bank. All members are welcome. Advise Prez Bob Short if you plan to attend.

**August 15** – The annual visit from the current DG of District 5450, Frank Sargent, who has just taken office. Be sure to get this session on your calendar so we can give Frank a big welcome.

**August 19 – Golden Peach Day!!** We'll deliver that Western Slope Gold to all of our loyal customers on Saturday, August 19<sup>th</sup>, beginning at 8:00 pm through 2:00 pm, at the Jeffco Fairgrounds. See this issue for the details.

**August 22 – DARK DAY**, because we will be joining the Evergreen and other mountain clubs for our annual picnic the following Thursday, August 24<sup>th</sup>.

**August 24** - The ever popular Summer Picnic event with Evergreen Rotary and other mountain clubs will be held on Thursday. The details are now being worked out. Watch the Nuggets for the details in this and future issues.

**April 29** – Club Assembly.

**September 5 – DARK DAY**, club is closed the day after Labor Day.

**September 12** – Amy Ito of the Jefferson County Open Space organization will update us on JCOS programs and activities and the outlook for the future.

Planning ahead a bit further into the future, here are programs you will want to get on your calendar. The **All Club Luncheon**, hosted by District 5450, will take place on Friday, September 29<sup>th</sup>. See the story in this issue of the Nuggets for more of the details. There will also be a **Zone Institute Training** program held in conjunction with the luncheon during that last weekend in September. More information will be available shortly. The **District 5450 Leadership Institute** will be held on Friday and Saturday, October 6 and 7, 2006. See the article in this issue for details.

## PRESIDENT'S COLUMN – MUSINGS FROM BOB

The Buffalo Bill Days Parade was very successful. It was a wonderfully clear day, if a bit warm. We had a great demand for our Peach Sale information and a lot of peach fliers were passed out. A big thank you to all the members and spouses who participated in the parade. I especially enjoyed driving the John Deere tractor that pulled our float trailer.

The month of August is Membership and Extension month. In order to continue to be a strong club, we always need to be working to attract new and energetic members. Recruiting is not just for the sake of membership numbers, but rather to attract new members who will benefit both themselves and the club with their participation in Rotary. We need to bring new members into the club with dignity and professionalism and in the process tell them about Rotary and the things that we do to benefit communities, both here at home and around the world. I'm asking you to invite a friend or neighbor to a Golden Rotary meeting in the near future. It will be both an enjoyable social experience and will introduce them to the benefits of Rotary for themselves and the community. The Golden Rotary target is to induct six new members to meet our membership

goal for the coming year. Don't hesitate to get a membership kit from **Mo Lukens** to share with your next guest.

The Peach Sale is underway. We need to sell 3,000 cases this year in order to equal the net revenue from the program last year. If each member will make the effort to sell peaches we will make our goal. An example of an energetic approach to the process is one of our members who even printed his own flier and absorbed the cost in order to send it out as a direct mail piece to his current and future customer base. With this kind of effort we will make and even exceed our goal. Anyone who would like some assistance, just give me a call for a few sales ideas. I'd be happy to help.

Have an enjoyable time doing all you do for Golden Rotary and our community.

Yours in Rotary, Bob Short, President

## PEACH SALE PROCEEDING

It will soon be **Golden Peach Days!** Saturday, August 19<sup>th</sup> is the "big day". It's BIG because our Golden Rotary club has the opportunity to reach its greatest milestone in peach sales history. Our goal this year is to increase substantially the pre-sale of peaches over the 2200 cases delivered in 2005. We would like to sell at least 3000 cases of the world's best peaches to friends, family, and anyone with quality taste buds.

Peach Director **Bob Short** advises that the promotional program for the sale is in full swing. The response of the crowd at the Buffalo Bill Days Parade on July 29<sup>th</sup> was very gratifying. Many of the crowd were well aware of the program and ask for flyers so they could get their orders placed. Other aspects of the promotion are summarized below.

Listed below are some of the other promotional efforts that have been arranged to help support the work of club members in meeting the goal.

You have all now seen the upgraded Peach Days promotional flyer, which continues the four-color presentation that is very eye catching. Considerable thanks for this upgrade are due our friends at **Oswego Creative, Inc.** and at **Apex**

**Printing, Inc.** who have volunteered their continued support of the program.

A direct mailing to over 30,000 new and previous customers was mailed last week, so that most recipients should the fliers by now.

An ad insertion in The Golden Informer newsletter is scheduled for the next issue.

The Golden Chamber of Commerce mailing will include flyers to over 750 members. We are also being supported by a number of area businesses listed in the Peach flyer that serve as drop off points for orders. These include The Hair Place, Dru Short State Farm, Foss General Store, The Golden Transcript office, Golden Visitor's Center and the Artful Framers.

Do you need order forms to help support your efforts? Pick them up at our Tuesday morning meetings.

You and your customers can also go to the Golden Rotary website, at [www.goldenrotaryclub.org](http://www.goldenrotaryclub.org). Thanks to the wonders of modern science and Webmaster **Barb Warden's** yeoman efforts you'll find the peach order form readily available on the Home Page. Just click on the peach, of course, and you'll have an order form ready to go.

Continuing the new wrinkle set up last year, customers can also order directly on line. Barb notes that we've already received some orders that way. Once you're in the website all you have to do is follow directions. It does require that the customer set up a PayPal account and give us their credit card number. But it only takes a few moments.

For comments or questions you may have on the program, contact **Bob Short** (303-233-4131) or any members of the Peach Sale Team.

So let's make history!! Get out there and sell, sell, sell and have some fun.

Your Peach Team

## BARB WARDEN HONORED

The results have finally been revealed. As readers will recall from the Nuggets report on the annual banquet in the July 11, 2006 issue it was

not possible for outgoing President **Eileen Schurmann** to award the Rotarian of the Year award because the recipient was not able to attend the event.

The award was, however, presented at our July 11<sup>th</sup> meeting when **Barb Warden** was recognized as Rotarian of the Year for Golden Rotary for the 2005-2006 year. Eileen noted that Barb has worked tirelessly behind the scenes in doing many important things for Golden Rotary and for our District 5450.

Barb has been a Golden Rotarian since joining the club in June 2002. In addition to all the involvement she has had in club activities, she and her family have also hosted high school exchange students in their home, which is just a few blocks away from Golden High School.

A very important part of Barb's service to the club is that of providing services to establish and maintain the club website. A website is a significant portion of the communication process with club members and with persons who want to learn more about club and what it does. Barb's work on the Golden website has been recognized on several occasions by District 5450. At the 2004 District Conference in Vail the Golden website took the Bronze medal (3<sup>rd</sup> place) for the best website of all the 53 clubs in the district. At the 2005 Conference in Colorado Springs Golden took it all, with Gold Medal recognition as the top website in District 5450.

In the most recent conference, in April 2006 in Vail, Golden again was recognized by receiving the bronze medal. It should be noted that the most recent three Gold Medal winners are not eligible to receive the Gold award again during that period. So it is a significant matter that Barb's work was noted again for the third year in a row as one of the top three websites in District

Barb has also been very helpful as a member of the District Event Resource Team (DERT) during the past several years. This District 5450 team, chaired by **Gary Fletcher** (Smoky Hill), provides clubs with mission support services in planning, execution and evaluation of major District events. The team has been an invaluable resource to clubs so they don't have to "re-invent the wheel" each time an event is staged. A prime example is the planning and implementation of the District 5450 conference each spring. Barb's computer skills have been invaluable in helping

organize and operate the audio/visual portion of the programs.

Congratulations, Barb and thanks for all you do.

## PICNIC EVENT ON TAP

We have a bit more information for the upcoming annual Rotary Club of Golden Picnic with the Evergreen Rotary Club and other mountain clubs. This year's festivities will be held on **Thursday, August 24<sup>th</sup>** from 5:30 pm to 8:30 pm. Note this date is a bit later than the event dates in the past several years.

Prez **Bob Short** advises that the event will be held at the **Alderfer/Three Sisters Open Space Area** in Evergreen. The whereabouts of this site is described below, and is a bit south and west of the previous event locations at the Evergreen Tennis and Fitness Center.

As in the past, the event will be a family outing. Plan now to bring your family to enjoy the many activities, such as hiking, softball, horseshoes, Frisbees, food, and, of course, the volleyball challenge!

A special feature of this event will be the addition, as was the case last year in 2005, of several other area clubs, including Mountain Foothills, Peak to Peak, Clear Creek 2000, South Jeffco and Conifer. It should be a great opportunity to visit with Rotarians from other clubs in our west Denver area. The pageantry of so many clubs gathering at one time should be a sight to behold.

Bob and event organizer extraordinaire, **Tom Hughes**, have promised an orgy at least at the level of last year's event. It promises to be great fun, especially if **Don Bleyle** is as successful as he was with the golf tournament in interceding with the weather gods to provide us with a sunny day.

The event will be catered so that it will not be necessary for Rotarians to bring food or refreshments. The details of any costs involved will also be forthcoming shortly as the details are ironed out.

To reach **Alderfer/Three Sisters** take I-70 west to the State Hwy 74 turnoff at El Rancho and follow Hwy 74 toward Evergreen. At the town

of Evergreen, take County Highway 73 south to Buffalo Park Road. Then go west one mile to the east parking lot and continue about ½ mile to the west parking area, and you will be there. Tom has promised a map illustrating the details of the route to the location. He does assure us that it is, indeed, possible to get there from here.

Rumors have been circulating that the Evergreen club is actively recruiting “ringers” and other persons who have volleyball talent. Your reporter has it on good authority that Evergreen is determined to retain the trophy that they have won over the past several years, and which will extend their lead in this long running and hard fought series. Let's show our participation and enthusiasm and short circuit their attempt to retain the title.

You can signup for the event on Tuesday mornings on the signup sheets making the rounds. Or if you need to sign up at the last minute, or have questions, you can contact Bob at his home phone at (303) 233-4131 or Tom at (303) 278-2823.

See you there!!

## LEADERSHIP INSTITUTE SET

You have a limited opportunity to **challenge yourself** and make a difference in your personal, professional and Rotary life. You are busy I know, and you really don't need any “leadership” help. Right?

Two years ago I was invited to attend the first Leadership Institute in the District. After spending 30 years in sales/management with a large national company, and about the same amount of time in various leadership positions, along with more than 20 years in Rotary, I thought the **last thing** I needed was to spend two days in a leadership seminar, workshop, training or any other name that people came up with to entice me to sign up!

I had been President of my club, been involved with the district board for a few years, and really didn't have a specific job in Rotary that I thought would benefit from me going to yet **another** leadership workshop. Was I ever wrong (and I will deny that if you tell anyone)!

Not only was it **not** a workshop for just Rotary situations, it was one that provided some serious tools for everyday use, in almost any aspect of my life. Let's face it, we are Rotarians, and we are expected to “Lead The Way” by those who know us, whether we are in a Rotary office or not. Like it or not, we are leadership role models.

The quality team of Rotarian facilitators has put together a highly professional group of interactive, exceptionally useful (and even fun) sessions that provide anyone who attends an opportunity to make a leadership difference in their personal, professional and Rotary lives.

Space is limited, so you will need to contact **Liz Anderson** soon to get your name on the list. Contact Liz at the Rotary District Office at (303) 477-0654. The cost of the entire event is only \$100 (including meals) if you register before September 1. Later registration, if space is available, will be \$140. With a limitation of fewer than 30 participants, there may not be spaces open on by that date, so **register early**.

The dates for the full two day workshop are Friday, October 6, 2006, 8:30 am to 7:30 pm, which includes dinner, and Saturday, October 7, 2006 (8:30-4:00). The workshop facility is the Mountain States Employers Council offices at 18<sup>th</sup> and Pennsylvania in downtown Denver. Please visit the District website at [www.rotary5450.org](http://www.rotary5450.org) for updated information.

Take this opportunity to **LEAD THE WAY** for yourself and call today. Part of leadership is knowing **when to take action**, so here's your opportunity to lead once again!

Yours in Rotary, Gary Fletcher, Smoky Hill Rotary Club

## NEWS ITEMS

**COMPUTER VIRUS ALERT** – District Webmaster **Gary Fletcher** (Smoky Hill) advises that a potential computer virus is circulating. An email from a Yahoo account has a link in it that reads:  
<http://www.rotary5450.org/virtual/postcard.gif.exe>. Gary warns that this is not being sent from Rotary5450.org and likely contains a virus. **DO NOT CLICK** on the link!! He further points out

there is nothing that District 5450 can do technically to stop this, **SO please beware!!**

**NEWLY WEDS RETURN** – The Nuggets is happy to report the newly wed pair has recently returned from a honeymoon trip to Yellowstone Park and environs. **Frank Darrow** and his bride **Melvina Wilson** were married on Saturday, July 15<sup>th</sup> at the Harvey Park Christian Church in Denver. Frank and Mel subsequently spent about a week touring Yellowstone and report that it is a truly spectacular place, a sentiment with which your editorian would heartily agree. A number of Golden Rotarians attended the wedding and had a marvelous time at the event. Frank, a singer by training, offered several vocal numbers as part of the program during both the service and the reception following. Another interesting point is that Mel has been a member of that congregation for over 40 years. Congratulations Frank and Mel.

**BOB TO WARBLE** – The degree of talent of all sorts among the members of Golden Rotary is truly astounding. A most recent example is that **Bob Neukirchner**, an engineer by training and trade, will be offering a voice recital next week. Bob will be performing a program that includes sacred, classical and musical theater selections. The event will be held at Faith Lutheran Church, at 16<sup>th</sup> Avenue and South Golden Road in Golden on Friday, August 18<sup>th</sup> at 7:00 pm. Will we find him gracing the CD racks nation wide in the near future?

**A SUCCESSFUL PARADE** – Golden Rotary was represented by a number of members during the Buffalo Bill Days parade, held Saturday morning, July 29<sup>th</sup> in Golden. The Rotary float, organized by **Bob Short**, consisted of a flat bed trailer, pulled by a small John Deere tractor. The equipment was loaned to the club by **Turf and Trail, Inc**, in Lakewood. The trailer carried a number of Rotarians who supplied Peach Sale flyers to the other Rotarians who walked and handed out flyers to the parade watchers. **Bob Short** drove the tractor and did an excellent job, keeping it straight and true. Participants included **Dana** and **Shirley Moran**, **Colleen Jorgensen**, **Jack Galland**, **George Mitchell**, **Jim McGuigan**, **Stan Dempsey**, **Warren Spaulding**, **Bob Short**, **Jim Halderman**, **Mac McMichael**, **Russ Sindt** and **Larry Fike**.

**SORRY FOR THE OVERSIGHT** – Your editorian regrets to inform you that in

recognizing the many supporters of the recent golf tournament in the Nuggets issue of July 11<sup>th</sup> he failed to list Fossil Trace Golf Club as one of the auction donors. **Jim Hajek**, manager of the Fossil Trace Club and a PGA Head Golf Professional, made available to the auction a very handsome framed photograph of the 18<sup>th</sup> hole at Fossil Trace. It is a very attractive photo which attracted a spirited bidding frenzy among several of the attendees and resulted in a very nice addition to the revenue total. Sorry about that Jim, and thanks for your generosity.

#### **MITCHELL-MORAN TAG TEAM**

**LAUNCHES** – Golden Rotarians may want to check out the latest in District 5450 newsletters. The above referenced dynamic duo has just issued its second monthly newsletter under the District 5450 banner. It may not yet be common knowledge, but it seems that George and Dana were set upon recently by a very persuasive **DG Frank Sargent** who convinced them to bring their considerable literary talents to bear on the District 5450 communications process. In that role they will be editing and producing the newsletter for the 2006-2007 Rotary year. The target is to publish the monthly issue on the first Tuesday of each month during the year. The July issue slipped a bit, but August was right on schedule. Check it out for all sorts of pearls of enlightenment by going to the District 5450 website at [www.rotary5450.org](http://www.rotary5450.org) and click on current newsletter. You'll be surprised at all the really good stuff that you'll find there.

### **OFFICERS AND DIRECTORS GOLDEN ROTARY CLUB 2006-2007**

#### **Elected Members**

President	Bob Short
President Elect	Colleen Jorgensen
Vice President	Judy Orr
Secretary	Larry Fike
Treasurer	Pat Madison
Club Service	Tom Hughes
Community Svc	Ken Kranz
International Svc	Jim McGuigan
Rotary Foundation	Warren Spaulding
Vocational Svc	Judy Orr

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