



**This Week—Jan. 13, 2010**

Dr. Allan Foster

Sleep Disorders: When Counting  
Sheep is not the Answer

## Programs

Program Coordinator  
Sandy Ott  
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**Next Week—Jan. 20, 2010**

Mike Lockheart, MD

How Occupational Medicine  
relates to Employers

## ***THIS WEEK'S PROGRAM—***

*Sleep disorders, Rotary club responses, and Communication with community*

"Are you tired all day, even after what you think is a good night's sleep? Do you ever seem to stop breathing while asleep?" These are questions included in the Red Cedar Medical Center's Guide to sleep study services. Further, the guide explains, "if you answered yes to either of these questions, you are not alone. More than 50 million Americans are poor sleepers." Sleep disorders can be, and are, diagnosed and they can be managed.

Our speaker today is a specialist in the field. While I sought information related to sleep disorders that could be provided through the Bulletin, but not supplant or counter Dr. Foster's presentation, I came across a resource developed by the Rotary Club of Santa Monica, California, and recognized by Rotary International's Zones 23 & 24 as a "Premier Rotary Program."

The program, conceived and implemented by the Rotary Club of Santa Monica, provides extensive information about sleep wellness and disorders, including sources of professional help in the communities surrounding the Santa Monica club. The resource includes information on many other health issues within broad categories, such as: Mental & Emotional Health, Family & Relationship Help, Healthy Living, and Seniors & Aging. It is called "Helpguide: Understand, Prevent & Resolve Life's Challenges." For more information about today's program I recommend that you visit the Helpguide at: <http://helpguide.org/>. However, our Bulletin article needs to communicate to you little more about the program, its relationship to Rotary, and, perhaps, replication in our District.

The Helpguide program was conceived by a Rotarian family who lost their daughter to suicide. Her father and mother felt that "her tragedy could have been avoided if she had easy access to supportive health information." Her father shared his grief with the Rotary Club of Santa Monica. The club saw that, perhaps an unmet community need might exist that falls within Rotary's Community & Youth avenue of service (which addresses projects and activities that improve life in the community.) Thus the club responded by forming a special, ad hoc, health literacy committee to determine how to assure that vital health-related information is easily available within their larger community. The committee eventually created [helpguide.org](http://helpguide.org).

This story alone is worthy of note, but there is more. The Rotary Club of Santa Monica is located within Rotary International Zones 23 & 24. The Zone structure has an equally remarkable program worth of emulation/replication: the "Premier Rotary Programs" recognition program. Information about the program notes that its mission "is to shine a spotlight on...community service programs...in order to provide opportunities for [other] Rotary clubs to learn about new and innovative programs that might be replicated in their own clubs."

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### ***THE FOUR-WAY TEST***

Of the things we think, say or 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?

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The program was developed after Zone officers noticed that "...stories of Rotary district governors are legendary when they recount the programs, projects and activities of individual clubs they "discover" during the course of their Official Club Visits. Phrases such as "I had no idea this program was going on" or "I wish every Rotary club could learn about this program!" have likely been uttered by every district governor at least once during their year as governor. The fact is, remarkable Rotary programs are going on right now...but in most cases these programs are invisible to the world outside of individual clubs or districts."

Do innovative programs in District 6250 remain largely "invisible" to the outside Rotary world? If so, perhaps the reason is that we are still struggling to develop a user-friendly way to communicate the nature of these remarkable programs to the outside world. Do I hear "25-45 Facebook Retention: The Future is in Your Hands" from anyone?

*Article submitted by Editor, Chris Smith*

## ***ROTARY FRIENDSHIP EXCHANGE—ESSEX ENGLAND***

Clubs in District 6250 have an opportunity to take part in a Rotary Friendship Exchange with District 1240 of the United Kingdom. District 1240 is located in the southeast of England close to London. The exchange suggests our English friends visit us in the late summer of 2010 and we visit them in the Spring of 2011. The exchange will last ten days and visit three clubs in each area. Five to six hosts will be required in each city to host 10 to 12 visitors. If your club is interested in participating in the exchange please contact Bill Erickson at [billjneteric@tds.net](mailto:billjneteric@tds.net) or (608)849-7445.

## ***WHAT'S COMING UP???***

- Jan. 15th—Board Meeting 12:00 pm at the Westconsin Credit Union's East Office
- Jan. 20th—Mike Lockheart, MD, in occupational medicine will tell how this relates to employers.
- Jan. 27th—Health Realization/Resilience presented by Gary Johnson
- Feb. 3rd—Youth Service Awards
- Feb. 10th—Gene Smith, Dunn County Administrative Coordinator
- Feb. 17th—Civil Rights Tour(s) of the Upper Midwest

## ***JANUARY IS ROTARY AWARENESS MONTH***

A time to learn more about our organization, and a time to focus on our public image. Raising awareness of Rotary is an important part of the RI Strategic Plan: The more Rotary is known for its good work, the more good work Rotary will be able to do.

Because of The Rotary Foundation, people around the world know that they can depend on Rotary in their time of need. It is the Foundation that allows Rotarians to say yes to calls for help, when otherwise we might be forced to say, "There is nothing we can do."

As Rotarians, you are here because you believe in Service Above Self. And as Rotarians, you know that through Rotary, you can have an impact beyond what you could ever hope to have as individuals. One person, no matter how great the talents and resources, is limited. Working alone, there is only so much that can be done. But when we work together, when we pool our resources with those of 1.2 million other Rotarians around the world – and with the resources of our Rotary Foundation – we can make a difference that will be remembered for generations. It is up to all of us. *Glenn E. Estess Sr., Foundation Trustee Chair*