



LA MESA



ROTARY CLUB OF WEST-EL PASO

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September is New Generations Month

September 18

Jon Teicher

Assistant Director of UTEP Athletics
UTEP Football

TAILGATE PARTY TO BE HELD ON SEPTEMBER 30TH

Make plans now to attend the West El Paso Rotary Tailgate Party to be held on September 30th in the Sun Bowl parking lot prior to the UTEP and NMSU game. The cost is \$27 per person (\$15 for the game ticket and \$12 for the food and party). Participants should be there by 5:30 PM; the game itself starts at 7:05 PM. Please register as soon as possible to assure that a ticket will be available for you. To find the party, look for the banner on the tent in the parking lot. For more information, contact Chet Morgan at 584-8683.



District 5520 Holds Electronic Membership Assembly

By Wes Schotten, Las Mesa Editor

The subjects were membership growth - or in some case lack of growth - improved meeting attendance, and "club extension" - the latter is Rotary speak for establishing new clubs. The date was September 16th. This writer joined about a dozen other El Paso Rotarians at the Curry Adkins Building on North Mesa. We were linked via a voice over internet setup to dozens of other Rotarians around the District.

Jack Fairall, from the East El Paso Club and also our District Membership Chair, presented some basic District membership statistics for the Rotary year that ended on June 30th:

- District 5520 includes all of New Mexico and parts in far West Texas - see the inset map above. It includes 67 active clubs which is one less than the year before as we lost one club in Carlsbad. Of these 67 clubs, 45 clubs had net increases in membership, 22 clubs lost net membership, and 10 clubs kept their net membership the same.
- Last year the District lost 10% of its membership (330 people). Partially offset by new members joining, nonetheless, the District lost a net of 37 members last year.



District Rotarians from El Paso gather around the big screen hookup for the September 16th Membership Assembly

- The two most common reasons for Rotarians leaving membership behind were:
 - o Rotary not living up to the member's expectation (cited by 43%)
 - o Business and family pressures were cited next most often

What's to be done to counter this District membership drain? Mary Waltersheid from the Rotary Club of Carlsbad whose Club saw a 45% growth rate last year gave a presentation of her Club was able to do this. She cited:

- Through individual outreach picked of fourteen of the fifteen members from the Monday Carlsbad Club that disbanded last year
- Re-recruited six new members that had left the Club
- Made sure that new members and all members were "needed, wanted and cared" ♦

about”.

The Roswell Morning Club achieved some 78% average meeting attendance last year, best in the District for a small club and the Las Cruces Rio Grande Club achieved nearly 76% attendance, best in District for a medium-sized Club. They cited the following as important to this achievement:

- Interesting programs
- Fun and fellowship stressed at meetings; “Is it fun” added to the Four Way Test.
- Easy and well-known opportunities for makeups
- Generally, these successful clubs stressed attendance and its importance, especially for new members
- Perfect attendance for each month recognized at the end of the month

The Assembly Meeting concluded with a presentation by District Club Extension Chairman, Rick Adkins who described the District’s procedures for establishing new Clubs.

Future “e-Assembly” meeting opportunities include an Assembly on the Rotary Foundation to be held on November 18th and the District Assembly to be held on May 5th on next year. These assembly meetings are open to all members – a great learning experience for new members. The ambience is casual, the people friendly and the doughnuts were fresh. ■

Rotary Rotogravure

For those of us who weren't around at the turn of the 20th century, the word "rotogravure" has no meaning. Yet, periodically, we run into it when we sing Irving Berlin's Easter Parade at one of our meetings.

It's the title song to a 1940s movie musical set in 1911. In the late 19th century the cost of printing was greatly reduced with the use of rotogravure printing. A process, developed in the early 19th century, in which a plate is engraved then wrapped around a drum. As the drum rotates it picks up ink and deposits it on a continuous roll of paper.

What made this process special at the end of the century was the development of a press that would pass the paper under 4 successive drums, each with a different color ink: cyan, magenta, yellow and black. This allowed for the mass reproduction of full color photographs.

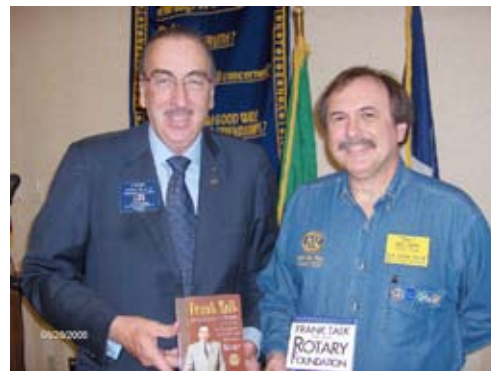
To increase circulation, newspapers began publishing pictures of the local elite as they attended the town’s events. It was so popular that every town paper began to include a section with color pictures. This section took on the appellation "Rotogravure" after the process that made it possible.



West El Paso Parade Chairman Cliff Walsh presents a check to Bob Soltis from the National Flag Foundation. These funds will help keep the huge American flag – the one the fire truck flies at the end of our parade – flying near Highway 54 in Northeast El Paso.



West El Paso Rotary President, Ric Ligner (left) presents our Club Pennant to Carl Russell visiting from the Rotary Club of Brawley, California at the August 21st Club Meeting.



Frank Devlyn (left), guest speaker at the August 28th meeting poses with two of his Rotary-themed books and Ric Ligner, our Club President



The “Eyes” have it at the August 28th Club Meeting. One might wonder which is the greater number represented in this picture – the number of years of optometry serviced or the number of years of Rotary service? From left to right, Dean Goff visiting from the El Paso Rotary Club, his wife Merci Goff, Frank Devlyn, and our own Kathleen Goff. If you don't know already, Dean, Frank, and Kathleen are all in the optometry profession and are all Rotarians with Dean Goff claiming some 47 years as a Rotarian.

Rotary Websites

Rotary Club of West El Paso:
www.rotarywestelpaso.org

Rotary District 5520:
www.rotary5520.org

Rotary International:
www.rotary.org



Ji Min Jeong Closes Out 2006 Season With Second Win

ALBANY, N.Y., September 10, 2006 —

With so many eyes focused on the 2006 season money race and so many nerves buzzing for a chance to earn one of the five LPGA Tour cards for finishing in the top five on the money list, Ji Min Jeong quietly stayed focused on one task -- winning the \$85,000 ILOVENY Championship.

Jeong carded rounds of 66-68-72 to win the tournament in a wire-to-wire finish at seven-under-par 206 at Capital Hills at Albany. The native of Kyungki, Korea held off Charlotte Mayorkas of Las Vegas for her second win of the 2006 season. Mayorkas finished the 54-hole event with scores of 67-71-69 for a 207 (-6) total.

"I never thought I would win twice this year, absolutely not," said Jeong, 21. "To be honest, at my win in Lima [Ohio] and here, I just wanted to make the cut and then try to do something."

Jeong, who led after both the first and second rounds, rolled

in 15-foot birdie putts on both the first and fourth holes in today's final round. She led by one shot over Meaghan Francella after nine holes.

But a three-putt bogey from 45 feet on the 10th hole, and a triple-bogey on the par-five 12th hole derailed the Korean temporarily, handing the lead over to Francella.

"That's when I thought I had lost my chance," said Jeong, whose only top-10 finishes this year came from her two wins. "I thought a win was not possible today."

But at the season-ending event of the 19-tournament 2006 schedule, anything was possible. Francella was battling her own nerves trying to win or place high to finish in the top five on the money list to secure her 2007 LPGA Tour card. And a simple daydream on the 13th hole snapped the third-year pro back to reality in a hurry.

"I started thinking about standing on that podium with my LPGA card in my hands and I had to say, 'Stop! Stop!' And just get focused again," said Francella, 24, of Port Chester, N.Y.

Francella carded two birdies on the front, but struggled with her putter on the back nine. She held a two-shot lead over Jeong, Mayorkas and Danielle Downey of Spencerport, N.Y., after 14 holes, but a bogey on the 15th dropped her into a tie with Mayorkas. When Francella and Downey bogeyed the 16th and Mayorkas, playing two groups ahead, bogeyed the 17th, Jeong saw an opening. She birdied the 16th from 10 feet and pulled ahead by one shot with two holes to play.

"I saw the scoreboard and I

knew I had a chance," said Jeong. "I tried to just make par and when I had the chance, I tried to make birdie. With these greens, I felt I could be aggressive."

While the wind kicked up in the afternoon, causing players to back off and second-guess shots, today was, after all, the final round of the season's final event and players were in the do-or-die mode. Jeong wasn't the only one playing aggressively down the stretch.

With her 2007 LPGA Tour card secured, second-ranked Mayorkas was hoping to close out her Duramed FUTURES Tour career with her third season win. She hit her tee shot to three feet for birdie on the par-three 16th hole, but she bogeyed the 17th when her approach fell short of the green and she didn't get up and down for par from five feet. The former UCLA All-American could do no better than par the final hole for second place.

"There was a lot of pressure out there today, but I love this golf course and I was just trying to play my game," she said. "Unfortunately, I made too many bogeys."

In-Bee Park of Las Vegas made her presence felt early in the round when she birdied the first four holes. But the rookie, ranked third on the money list, carded two bogeys and a single birdie on the back nine and was never able to catch Jeong on the closing holes.

"I played under pressure all season long, so it was fun to play without it today and to just enjoy this tournament," said Park, 18, a native of Seoul, Korea. Park carded a final-round 68 and finished tied for third at 208 (-5) and remained third on the mon- ♦

◆ ey list to earn her 2007 LPGA Tour card.

But it was Francella, playing in the final pairing with Jeong, who was still clawing her way to the finish. She was in a tight race with four other players for the fifth LPGA Tour card and needed a strong finish. She had a chance to tie Jeong on the final hole and force a playoff, but the New Yorker's tee shot on the par-three finishing hole missed in the left rough, forcing a tricky downhill chip. Francella failed to convert for par from 15 feet and bogeyed to drop into a tie for third with Park at 208 (-5).

"I made some mistakes and my putter went cold on the back nine," said Francella, who finished at two-over-par 73. "Ji Min played well. She won it today."

And winning this week's tournament, presented by GE, was something Jeong couldn't even imagine earlier this season when she endured missing the cut in her first four events. The quiet and friendly Korean simply toiled for hours on the putting green, trying to iron out her problems. After she missed the cut in McAllen, Texas, she spent the entire day on Sunday at the practice green, putting and putting while her mom, Hyun Soon Kim, squatted, closely watching her daughter's stroke.

Her mother began caddying for the player during the June tournament in Lima, Ohio, where Jeong earned her first professional title. And the two continued to dissect the player's game, looking for clues as to why the second-year pro was posting patchy results.

"Every player has bad habits, so my mom figured out that when I'm not playing well,

my iron shots are shorter," said Jeong. "We figured that I was guiding it too much and that I needed to play more aggressively."

And if today's showing in the Tour's final event was any indication that the pro has learned her lesson this year, then let it be said that analysis doesn't always lead to paralysis.

"Hey, Ji Min made a five footer to save that triple bogey," said Francella. "She never gave up."

Francella didn't win the tournament, but she grabbed the fifth available 2007 exempt LPGA Tour card behind Kristy McPherson of Conway, S.C., a two-time season winner who earned the fourth card. And Jeong was one of 10 players who automatically advanced into the LPGA Final Qualifying Tournament in late November, skipping the LPGA's sectional qualifying tournaments.

When her name was called on Sunday as one of the "next 10" to gain entry into the LPGA Final Q-School, Jeong seemed surprised. Funny, but nobody else was. ■



Kim, Mayorkas, Park, McPherson and Francella Earn 2007 Exempt LPGA Status

ALBANY, N.Y., Sept. 10, 2006 —

Five players qualified today as exempt LPGA Tour members for the 2007 season by finishing in the top five on the Duramed FUTURES Tour Money List.

This year's Tour graduates are: Song-Hee Kim of Seoul, Korea; Charlotte Mayorkas of Las Vegas; In-Bee Park of Las Vegas; Kristy McPherson of Conway, S.C.; and Meaghan Francella of Port Chester, N.Y. The 2006 season is the eighth year in the 26-year history of the Tour that players have been able to earn automatic exemptions onto the LPGA Tour and the fourth year that five exemptions are rewarded. From 1999 to 2002, three exemptions were offered to top money winners.

Also today, the next 10 players on the Tour's money list, excluding LPGA non-exempt players, earned automatic entry into the LPGA Final Qualifying Tournament at LPGA International in Daytona Beach, Fla., set for November 29-December 3. Those players, in order of finish, are as follows: Ashley Prange of No- ◆

FINAL FUTURES TOUR MONEY LEADERS

1	Song-Hee Kim	\$76,287
2	Charlotte Mayorkas	\$66,351
3	In-Bee Park	\$49,079
4	Kristy McPherson	\$40,558
5	Meaghan Francella	\$39,416
6	Allison Fouch	\$36,826
7	Ashley Prange	\$36,107
8	Angela Park	\$34,861
9	Hye Jung Choi	\$33,366
10	Mollie Fankhauser	\$30,612

◆ blesville, Ind.; Angela Park of Torrance, Calif.; Mollie Fankhauser of Columbus, Ohio; Brandi Jackson of Greenville, S.C.; Jin Young Pak of Kang Leung, Korea; Sarah Huarte of Shingle Springs, Calif.; Ji Min Jeong of Kyungki, Korea; Salimah Musani of Burlington, Ontario; Sarah Lynn Johnston of St. Charles, Ill.; and Smriti Mehra of Calcutta, India.

Other top money winners on the Duramed FUTURES Tour, Allison Fouch of Grand Rapids, Mich.; Hye Jung Choi of Seoul, Korea; Ashley Hoagland of Palmetto, Fla.; and Ha-Na Chae of Seoul, Korea, all are non-exempt LPGA Tour members and will automatically advance into the LPGA Final Qualifying Tournament.

"We know these players will transition seamlessly to the LPGA Tour as they are fully prepared after competing for 19 weeks on the Duramed FUTURES Tour," said Zayra F. Calderon, the Tour's president and CEO. "Our promise to the LPGA Tour is to deliver the best young talent in the world and with this new class of graduates, that promise will be fulfilled in 2007."

Kim, 18, who is in her rookie season, recorded five wins, matching the record set by alumna Grace Park in 1999 on the FUTURES Golf Tour. Kim also recorded 11 top-10 finishes this year, competing in 18 events and earning a total of \$76,287. She won her first tournament at the Louisiana FUTURES Classic in Lafayette, La., followed by wins at the IOS FUTURES Golf Classic in El Paso, Texas, the Aurora Health Care Championship at Lake Geneva,

Wis., the CIGNA Chip In For A Cure FUTURES Golf Classic in Bloomfield, Conn., and The Gettysburg Championship in Gettysburg, Pa.

"I never dreamed this year would end this way," said Kim, who became the youngest woman touring pro to win a professional tournament in the United States at 17 years, 10 months and 24 days with her win in Lafayette, La., on April 9. "I have accomplished so much. I'm overwhelmed."

A three-time All-American at UCLA, Mayorkas stepped up in her second season on the Duramed FUTURES Tour and won twice -- first at the Tucson Duramed FUTURES Golf Classic in May in Tucson, Ariz., and again in August in Concord, N.H., at the Laconia Savings Bank Golf Classic. The San Diego native recorded 13 top-10 finishes, including three finishes as runner-up. With season earnings of \$66,351 in 16 events, Mayorkas secured the No. 2 position on

the Tour's money list. She turns 23 on Sept. 11.

Holding on to the No. 3 spot was rookie In-Bee Park of Las Vegas, who earned \$49,079 in 17 tournaments while also completing her high school studies on the road to graduate in June. Park, now 18, began the season as a 17-year-old professional. The teen posted 11 top-10 finishes with one second-place and four third-place finishes.

"It was a really tough year for me and I had both fun and felt the pressure," said Park, a native of Seoul, Korea, who won the 2002 U.S. Girls' Junior Championship. "I wish I could have won, but I'm pleased with the way I performed because I played very consistently."

Finishing fourth with earnings of \$40,558, was McPherson, a two-time winner this season. McPherson won her first title in April on the Duramed FUTURES Tour at the Jalapeno FUTURES Golf Classic in McAllen, Texas, and then won again in early August at the Betty Puskar FUTURES Golf Classic in Morgantown, W.Va. After three and a half seasons on the Tour, McPherson finished the 2006 season with six top-10 finishes, including one finish for third place.

"We have such great players and I knew anything could happen on the money list this week," said McPherson, 25, who played collegiately at the University of South Carolina. "I feel extremely relieved and kind of lucky to be sitting here right now with an LPGA card in my hand."

Earning the fifth and final exempt LPGA Tour card for 2007 was Francella, who played on the Duramed FUTURES Tour ◆

The 4-Way Test

Members of Rotary International use a simple test to guide their actions in life. Here it is:

"The 4-Way Test of the things we think, say or do:

1st Is it the TRUTH?

2nd Is it FAIR to all concerned?

3rd Will it build GOODWILL and BETTER FRIENDSHIPS?

4th Will it be BENEFICIAL to all concerned?"

◆ for two and a half seasons after graduating from the University of North Carolina at Chapel Hill. The New Yorker recorded seven top-10 finishes and won the Tour's kickoff tournament in March at the Lakeland Duramed FUTURES Classic in Lakeland, Fla. She finished second once and third once and earned the fifth LPGA Tour card by \$2,590 with her tie for third at today's ILOVENY Championship in Albany, N.Y.

"As far as the money list goes, nothing was set in stone," said Francella, 24. "I knew that Allison Fouch, Ashley Prange, Hye Jung Choi and Angela Park could all shoot a low number and take the fifth spot today because they're all great players. I had to work really hard to stay focused and not get ahead of myself. This feels really good."

About the Duramed FUTURES Tour Celebrating its 26th competitive season this year, the Duramed FUTURES Tour has remained committed to developing the skills and dreams

of women golfers, establishing role models for youth and creating LPGA stars of tomorrow. With more than 280 alumnae as current members of the LPGA Tour, former Duramed FUTURES Tour players currently have won a total of 308 LPGA titles, including 33 major championships. Designated as "the official developmental tour of the LPGA," the Duramed FUTURES Tour has become the largest international developmental tour and the second largest women's golf tour in the world. At season's end each year, the top five players on the Tour's money list earn automatic LPGA Tour exemptions for the following year. Throughout its first quarter century, membership has increased from approximately 150 North American players to more than 300 players from 31 different nations. The Duramed FUTURES Tour currently conducts 19 tournaments in 14 states and has raised nearly \$4 million for charitable organizations since 1989. ■

2007 RI Convention in Salt Lake City, 17-20 June

Join family, friends, and Rotarians from around the world at Rotary's largest annual get-together!

Register online for the 2007 Rocky Mountain Rendezvous!

If you sign up online in Member Access for the 2007 RI Convention by 31 October 2006, you'll receive a free, limited edition pin (right). If you haven't already registered for Member Access, have your district, club, and membership ID numbers handy, choose your password, and you're ready. While in Member Access, why not subscribe to the Meetings and International Convention E-bulletin and get the latest news?



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La Mesa is published by the [Rotary Club of West El Paso, Inc.](#) To subscribe send an e-mail to wes@thehayesgroupintl.com with "Newsletter Subscription" as the subject.

MEETINGS

Monday: Holiday Inn - Sunland Park, 12 PM

EL PASO MAKEUPS

Tuesday: **East El Paso**, 12 PM

Airport Hilton

Wednesday: **Sunrise**, 7 AM

Sunland Park Holiday Inn

Vista Hills, 12 PM

Vista Hills Country Club

Thursday: **El Paso**, 12 PM

1st Presbyterian Fellowship Hall

Anthony, 12 PM

Dos Lagos Golf Club

Franklin Mountains, 5:45 PM

Sunrise Center Furr's Cafeteria

Friday: **Northeast**, 12 PM

Sunrise Center Furr's Cafeteria

JUAREZ MAKEUPS

Tuesday: Juarez Sur, 2:30 PM

Campestre Juarez

Wednesday: Cd. Juarez, 1:30 PM

Campestre Juarez

Juarez Chamizal, 2:00 PM

Rest. Barrigas Monumental

Juarez Americas, 3:00 PM

Campestre Juarez

Juarez Frontera, 7:30 PM

Rest. Viva Mexico

Thursday: Juarez Paso del Norte, 2:00 PM

Campestre Juarez

Juarez Empresarial, 2:30 PM

Rest. Barrigas Mon.

Friday: Juarez Industrial, 2:00 PM

Campestre Juarez

Juarez Ejecutivo, 2:00 PM

Mision de Los Lagos

Juarez Norte, 8:30 PM

Casino Juarez

Juarez Oriente, 9:00 PM

Hotel Holiday Inn