



DISTRICT GOVERNOR Jeffrey (Jeff) Weinrach

Sept 2026 ♦ NO. 3

CREATE LASTING IMPACT AND UNITE FOR GOOD -- THE PERFECT COMBINATION AT THE INTERNATIONAL PROJECT FAIR!



Starting last Rotary year, the Rotary International President provided a message instead of a theme. One consequence of this adjustment is that when current RI President Yinka Babolola declared the message for this year to be ***“Create Lasting Impact”***, he reinforced that last year’s message of ***“Unite for Good”*** is still quite relevant this year; and that both of these messages are calls to action for all of us!

During the International Project Fair that took place last week in Juarez, the three Governors from the participating Districts (**myself, District 4110 Governor Marina Gonzalez, and District 5470 Governor Donna Hood**) had an opportunity to talk to the attendees about the importance of the event.

While Governor Marina and Governor Donna were giving their remarks, I looked around the school gymnasium that we were in, and it dawned on me that this event is the perfect combination of creating lasting impact and uniting for good! And I reflected on that combination when I gave my remarks. Create Lasting Impact has two major aspects to it: one is the lasting impact to those we serve, in this case through major projects related to the Areas of Focus including Disease Prevention and Treatment and Water, Sanitation, and Hygiene. But it also addresses the lasting impact that being a Rotarian and participating in events like this has on ourselves: the fellowship that we share with each other, the emotional connection that we have to the work that we do locally and globally and to the people whom we help, and the long-term strong relationships that we develop and maintain.

Create Lasting Impact was on full display at the International Project Fair!

But so was Unite For Good. District 4110 in Mexico, District 5470 in Southern Colorado, and District 5520 have differences: differences in demographics, how we raise and spend money, how we conduct our Club meetings, etc. We certainly do not have uniformity when it comes to our Rotary experiences and how we function. But we do have unity around a common purpose to do good in the world. Unity but not uniformity is a great way to describe the International Project Fair. I mentioned this to the attendees and reinforced that **our diversity is a strength, not a weakness.**

How do you and your Rotary Club Create Lasting Impact to those you serve and to yourselves? How do you Unite for Good to help those in need? How does your Rotary Club exemplify Unity not Uniformity?



We would love to hear your Club's stories about how you Create Lasting Impact and Unite for Good in the local press, on social media, in the Yucca Newsletter, and in the "Stories" section of the District website!

Thank you all VERY much!

Yours in Rotary Service,

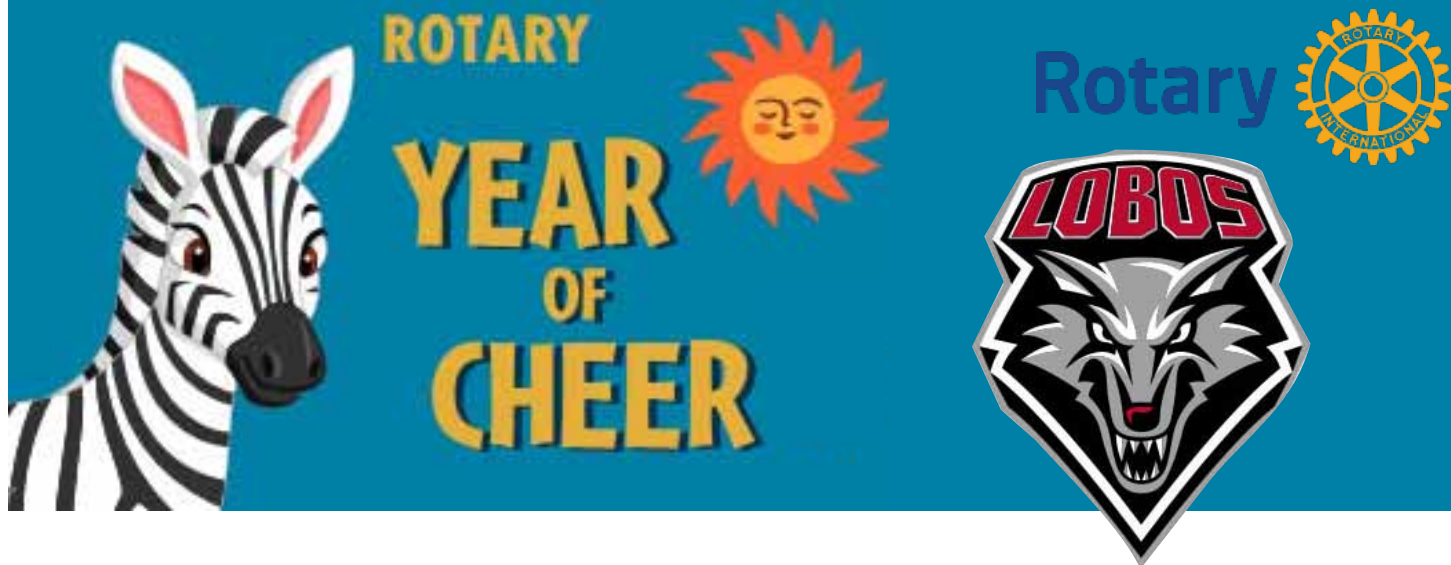


Jeff Weinrach, 2026-27 District 5520 Governor

Jweinrach5520@nmia.com

1-505-400-1403





THE LOBOS ARE BACK... AND SO ARE THE TOYS!

Year Two. Three Games. One Great Cause.

Year of Cheer is back with Lobo Football, collecting new, unwrapped toys for children at UNM Children's Hospital!



SEPT. 5 • OCT. 24 • NOV. 27
BRING THE TOYS. BRING THE NOISE.



Interested in hosting a toy drive, but don't know where to start?

Reach out to any of these District Year of Cheer Representatives:

Alice Mehlberg, Co-Chair: amehlberg@yahoo.com

Berdel Boulanger, Co-Chair: berdel.boulanger@gmail.com

Evelyn Bryant, Logistics Coordinator: bryantevelyn49@gmail.com

Fred Bryant, Jack-of-all-Trades and Master of Many: fredbryant300@gmail.com

Rachelle Ford, Social Media and Communications: rachellecford@gmail.com

Geneva Van Matre, Southern Region lead contact: ggvm62@gmail.com



Rotary E-Club of Global Travelers Mission:
We serve the world. We travel together. We meet people. We have fun.



www.rotaryglobaltravelers.com



Pack Smarter, Travel Lighter: Tips for Stress-Free Travel

August 16, 2026

Travel lighter and stress less with practical packing tips from our Travel Tips Club Interest Group. Learn how to maximize carry-on space, choose versatile clothing, and discover travel gear that makes every trip easier.

<https://rotaryglobaltravelers.com/pack-smarter-travel-lighter/>



Will you and your loving pet help END POLIO FOREVER?
In cooperation with the Polio Plus Society and
Rotary Zones 26 and 27

Join the Kennel Klub and give the equivalent of at least \$10 in treats every month. You and your pet can be a part of Rotary's polio eradicating effort, END POLIO NOW.

More info can be found on the Kennel Klub webpage

<https://www.rotaryppskennelklub.org/join>





How many light years is the closet star to earth?

The closest star is actually the Sun (about 0.0000158 light-years from Earth) — right next to us, shining every day. The star we see every day, the star we depend on, the star we overlook because it's always there.

We as Rotarian know some 'closest stars.'

They're the people already in our orbit - people we see everywhere. Friends we see frequently, coworkers we trust, community leaders we admire, volunteers we bump into at events, neighbors who are always helping someone, waiters that bring us our lunch.

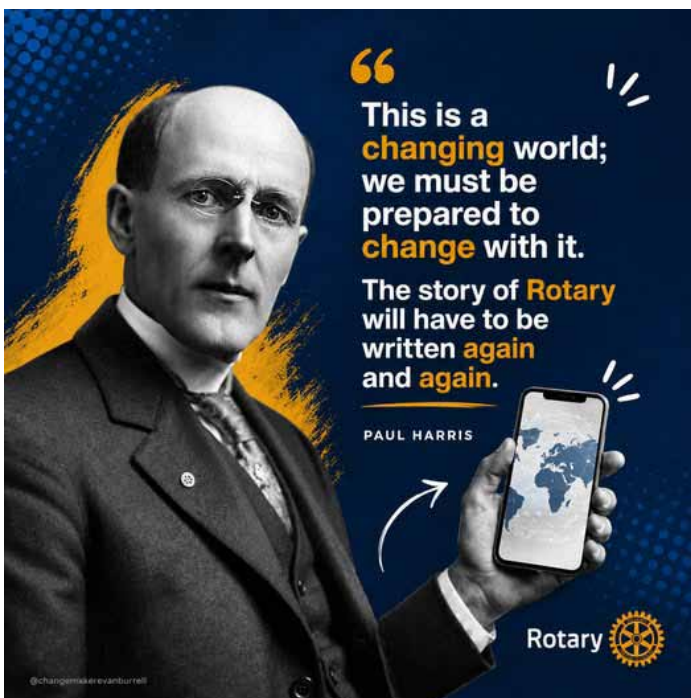
They're close. They're bright. They're right there. But we overlook them because we assume they're too busy, not interested, or already involved somewhere else or **HAVEN'T BEEN ASKED**. Just like the Sun, they're the stars we forget to or chose not to notice.

So here's the challenge:

Let's stop searching the galaxy for new members and start noticing the stars already in our sky. The ones that are the closest.

The next great Rotarian (Star) might be someone you already know — someone who's been right there, glowing in your everyday life, just waiting to be invited."

Let's work on turning these everyday Suns into Rotary Club Stars.





Rotary
District 5520



rotary
youth
exchange

STUDY ABROAD

The Youth Exchange Scholarship
provided by your local Rotary Club



Valued at over \$24,000: Room, board, tuition,
and monthly stipend for a high school year abroad.

HAVE YOU EVER DREAMED OF...

- ▶ Traveling the world?
- ▶ Learning about another culture?
- ▶ Being fluent in another language?

The Youth Exchange Scholarship for one academic year covers room, board, tuition, and a monthly stipend. The student/family pays for airfare, medical insurance, personal and optional expenses.



REGISTER FOR AN INFORMATION SESSION

Students, Teachers, Parents Welcome

Important Dates:

September 2, 7:00 PM - 8:00 PM
September 10, 7:00 PM - 8:00 PM
September 13, 2:00 PM - 3:00 PM

If you are unable to attend the information
meeting and need details, please contact:

Gary Armijo - (505) 948-4478

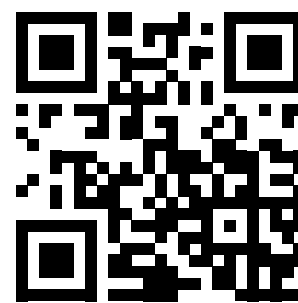
• Gary@GaryArmijo.com

Bianca Cheney - (575) 637-8811

• bianca.cheney.rotary@gmail.com



<https://us02web.zoom.us/j/81806605695?pwd=cWdINEdyW-EVYRE9QMUILR1RHd-FRLZz09>



www.rye5520.org

INBOUND STUDENTS WEEKEND ACTIVITIES!



Europe versus South America
Filippa, Lizia
Leandro, Martin



Inbound exchange students
volunteering at Roadrunner Food Bank,
August 28, 2026



Erin Connelly
Rotary District 5520
RYLA Chair
505-660-1825

econnelly.rotary@outlook.com

Hello Club RYLA Representatives!

If you saw the August Yucca, you saw a whole lot of info about our successful RYLA Camp this year along with many photos. (Thanks, Don Powell, for the big spread!)

In addition to the photos in Yucca, we've captured a WHOLE lot more in two Google Folders. The links to the pictures from each camp are here:

Boys' Photos



Girls' Photos



Before you go there, though, please read the verbiage below from the photo release for our minors and please adhere and use the photos appropriately.

PHOTO RELEASE (Excerpt)

I/we authorize the Rotary District 5520 RYLA and its representatives (collectively "Rotary") to capture my image in a photograph, video, or other digital media (collectively "photo") and to use my photo(s) for educational and promotional purposes in any of its presentations and publications, including print, web-based, and electronic presentations, and publications.

I/we understand and agree that my photos(s) will become the property of Rotary and will not be given or returned to me.

I hereby irrevocably authorize Rotary to edit, alter, copy, exhibit, publish, and/or distribute my photo(s) for any lawful purpose. In addition, I waive any right to inspect or approve any finished product that contains my photo(s). Additionally, I waive any right to payment, royalties, or other compensation of any kind arising from or related to the use of my photo(s).

We'll no doubt be using some of the best photos in our 2027 brochures and other marketing/informational materials.

And, while we are still closing out 2026 camps, **we are already starting to get ready for 2027.**

Thanks to all of you and your clubs for sponsoring the 43 boys and 68 girls who attended this year! I hope you'll continue to be a Club RYLA Rep or will let me know who is filling your big shoes.





September in Rotary is known as Basic Education & Literacy Month.

The Rotary theme for the month of September is Basic Education and Literacy Month. During this month, Rotary clubs worldwide focus on supporting education, increasing adult literacy, and reducing gender disparities in learning. Key Goals and Focus Areas: Support Learning: Provide books, supplies, and infrastructure to schools and local libraries. Train Teachers: Help educators improve their skills and classroom resources. Boost Literacy: Run programs that help both children and adults learn to read and write.

WHAT DOES LITERACY MEAN TO YOU?

Literacy is far more than the ability to read a book, a newspaper, or a road sign. It shapes people's lives in direct and lasting ways, influencing their chances of employment, the income they earn, and the kinds of opportunities available to them. Studies consistently show that stronger literacy skills lead to better jobs, higher wages, and greater productivity. Literacy also affects social status, political involvement, cultural expression, personal health, access to services, and even the preservation of languages. On a national level, strong literacy reduces poverty, lowers unemployment, decreases reliance on public assistance, and supports healthier families.

Literacy represents self-respect, dignity, and hope for a better future.

So no — literacy isn't just finishing the latest James Patterson novel. It represents self-respect, dignity, and hope for a better future. As we take on our next club literacy project, remember how powerful this work truly is, and do your part to make a difference.



MADRID
FIRST ROTARY CLUB IN
CONTINENTAL EUROPE
JANUARY 1, 1921



The Rotary Club of Madrid is historically significant because it was the first Rotary club ever established in continental Europe. It became the gateway through which Rotary expanded across mainland Europe, and its story is unusually dramatic — marked by early prestige, civil war, prohibition, and eventual rebirth.

Rotary International had already expanded to Great Britain and Ireland, but Madrid was the first foothold on the European continent. Rotary sent Ángel Cuesta, a cigar magnate originally from Spain who had helped organize clubs in Cuba, to establish the club. He worked with Ely Palmer, the American consul in Madrid, to organize the first meeting in October 1920.

The club officially received its charter on New Year's Day 1921.

RLI Rotary Leadership Institute Part II



Contact: [Brent Bateman](#)

08 Sep. 2026	Sep. 08, 2026 7:30 p.m. – Sep. 10, 2026 7:30 p.m.
	NM United States of America

secretary5520@gmail.com



**READ THIS MONTH'S
NEWSLETTER -
CLICK LINK BELOW**

Service across generations
Updated project fairs guide
Protecting freshwater together: Why data matters
Check out the new Rotary.org
Walking with communities to transform maternal health
2026 Programs of Scale grant recipient and finalists

<https://msgfocus.rotary.org/q/12FVqmUrO4dqXClyL9hmeVBZ/wv>

Follow us on Social Media
Rotary District 5520 Year of Cheer
Supporting El Paso and UNM Children's Hospitals

Celebrating successes, sharing ideas, and sending requests to Rotarians and friends as we support hospitalized children and their families.
Like and share as we grow this page and this project together!

Questions & stories to share:
email rachellecford@gmail.com

Rotary
District 5520 



Year of Cheer!!

Now on Facebook

The purpose of this page is to collaborate together, share ideas, and celebrate the good work of Rotarians across District 5520 as we support children and families in our region.

Like and share as we grow this page and this project together!



**Did you know that you have an expert
in all matters Rotary at your fingertips?**



ExpertHub

Specialists in Every Subject! *

ExpertHub is Rotary's global expert-matching platform — a searchable database where Rotary and Rotaract members can find vetted specialists in virtually every area of Rotary work. It's essentially a "*Rotary brain trust*": a place where clubs and districts can get direct help from experienced members who have deep knowledge in specific Rotary functions.

Each expert has a profile describing their background, experience, and the help they can offer. Clubs can contact specialists directly through the platform.

<https://experthub.zone2627.org/>

Rotarians Fuel Ironman Athletes at Ruidoso Hydration Station



Ruidoso, NM — July 12, 2026



The Rotary Club of Ruidoso showed up in force to help power thousands of athletes through one of the toughest tests in endurance sports, staffing a hydration and snack station along the Ironman 70.3 course as part of a volunteer effort hundreds strong.

Ruidoso hosted the triathlon July 11–12, drawing competitors from around the world for a race that combined a 1.2-mile swim in Grindstone Lake, a 56-mile bike leg, and a 13.1-mile run finishing in Midtown. The event demanded months of planning and, on race day, hundreds of local volunteers working in tandem to keep athletes safe, hydrated, and moving.



Support the businesses that support District 5520 Programs



Beehive Homes

Assisted Living|Memory Care

Rotary Member: Darlene Marshall
Rotary Club: Rotary Club of Portales



- Phone Number
505.221.6400
- Email
dmarshall@beehivehomesnm.com
- Website
<https://beehivehomes.com>
- Location
4811 Hardware Dr NE Ste D1
Albuquerque, NM 87109

We are committed to providing the highest possible standard of care and continually work to improve upon it as a company and as caregivers. State licensed and regulated, we offer decades of experience, incomparable dedication and a large and growing network of homes to serve individuals and families throughout New Mexico and the Southwest. We invite you to visit a Beehive Home in your area to learn first-hand how we are defining care and changing lives for the better, or call us at **505.221.6400**



SIGN UP NOW

<https://business.rotary5520.org/businesses>





To Highlight your club's impact on the community!

Click here for FORM

Click here for STORIES

Get your club activities on the District Facebook page so we can see all that our District is doing!



CLICK THE FACEBOOK LOGO TO SEE ALL THE OTHER GREAT THINGS GOING ON IN OUR DISTRICT! GET A FACEBOOK PAGE AND JOIN IN!



REGISTER NOW!

Click here for the Registration fees page for the conference

CLICK HERE



Celebrating Over a Decade of Fine Wines, Gourmet Cuisine, and Unforgettable Memories

Friday, November 6th | 5:00-7:30 PM

Saturday, November 7th | 1:00-4:00 PM



Join us for the premier wine and food festival in the Borderplex.

The 13th Annual El Paso Wine & Food Festival with our theme of
“A Toast to World Peace”
promises an unforgettable experience where culinary excellence meets exceptional wines.



Grand Tasting Event

Saturday, November 7th | 1:00-4:00 PM

Experience the ultimate wine and food pairing at our signature Grand Tasting Event.

Taste over 400 wines from around the world, paired with exquisite bites from El Paso's top restaurants.

Explore a symphony of flavors designed to excite, surprise, and satisfy every palate, creating a dining experience that leaves you wanting more.

Chef Showdown

Friday, November 6th | 5:00-7:30 PM

Watch as 12 culinary teams from the Culinary Institute by Southwest University compete to create stunning dishes paired with craft beers and premium wines. Witness the magic of top-quality ingredients and thoughtful pairings come to life in this exciting culinary competition!



TICKETS AT: ELPASOWINEFEST.COM



**RI CONVENTION
BARCELONA 2027**



★ SAVE THE DATE ★



FOLDS of HONOR
NEW MEXICO

ROTARY

Club of
Albuquerque Del Norte



FOLDS of HONOR PATRIOT DINNER

★ SEPTEMBER 12, 2026 ★

ISLETA CONVENTION CENTER

6:00 PM Cocktails | 7:00 PM Dinner • Live & Silent Auction

One Night • One Mission • Life Changing



HONOR THEIR SACRIFICE. EDUCATE THEIR LEGACY.

STAY TUNED FOR TICKET INFORMATION

Lone Star Division RLI
"Part III" Online (Zoom)



Consists of Two 3-Hour Sessions:
Tuesday, September 29th
Thursday, October 1st
6:30 PM - 9:30 PM Central

RLI Rotary
Leadership
Institute Part III

📅 Sep. 29, 2026 7:30 p.m. –
Oct. 01, 2026 7:30 p.m.

Rotary District
5520 AG/LG
Forum

📅 Oct. 05, 2026 6:00 p.m. UTC-
06:00
📍 on Zoom

Rotary District
5520 Club
Presidents Forum

📅 Oct. 06, 2026 5:00 p.m. UTC-
06:00
📍 on Zoom

Rotary District
5520 AG/LG
Forum

📅 Nov. 02, 2026 6:00 p.m. UTC-
07:00
📍 on Zoom



In Memory Of
Jonathan Rogers

Rotary 
West El Paso

 **first tee**
greater el paso

**Friday
October 23
2026**

Painted Dunes Golf Course
12000 McCombs St
1:00 pm Shotgun

(915) 252-6511
FirstTeeDesertClassic.com

