The Peace Arch Journal

The Monthly Newsletter
District 5050
Volume 33 Issue 2
August 2019





100% Rotarian

Membership Month

Brad Whittaker, District Governor

It always seems strange to me that August is Membership month, a time when many Rotarians are taking time away for holidays. Which just means it's an excellent time to work on a pro-active membership plan.

The #1 priority of RI President Mark Maloney is to Grow Rotary in three areas: membership, Foundation and public image. The purpose of growing Rotary is not to have members for the sake of having larger Clubs but rather with more members, we can do so much more and help many more people in our communities and around the world - without burning out the members we currently have.



A solid approach would be to:

- •Ensure that your Club has a very pro-active membership committee
- •Develop and implement a strategic plan to attract members
- Provide a mentorship program for new members including training for mentors
- •Get new members engaged in Club activities right away
- •Monitor members involvement and enjoyment are their expectations being met?

Goals of the strategic plan could include the following:

- •have the membership in the Club represent the population in the community, determine who is missing
- •determine which businesses and organizations are not represented in your Club; using the classification may be helpful in identifying who is missing
- •design approaches for members to help them talk to people who would be good Rotarians
- ensure that the club meets or exceeds the expectations of each new member

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The Peace Arch Journal

Brad Whittaker

District Governor

This monthly publication is a service to District Club Officers and members. It is intended as a source of news and opinion from **throughout the district**.

The mission of the *Peace Arch Journal* is to promote communication, understanding, fellowship and fun beyond club meetings, in a manner complementary to shared efforts at placing *Service Above Self*.

Please send articles and news with or without pictures attached to emails. Photographs are always a plus! Note that the editor appreciates conservation of space in order to meet the sender's needs and the editor's time.

The deadline is the 25th of the month.

Address any and all information to the *Peace Arch Journal* Editor.

James Monroe

Rotary Club of Lake Stevens, WA
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District 5050's web site: www.district5050.org



District Governor Message

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Membership is critical this time of year as many people leave Rotary or Clubs terminate members at the end of the Rotary year. This June, Clubs added 31 active members, but, unfortunately, 128 members have left Clubs or were terminated by Clubs resulting in a net loss of 97 members, leaving the District with 2,544 members.

Let's also realize that not all people can attend a meeting on a certain day at a certain time so RI President Mark encourages us to start new Clubs so potential Rotarians can find a time, day, place and format that are attractive to them.

Governor Announces New Communications Coordinator



Dave Duskin, AG Area J, has accepted an additional task for District 5050. He is the Communications Coordinator replacing Bill Gorman who had to step down. Governor Whittaker is grateful to Dave for

volunteering for this vital role. Contact Dave and let him know what your Clubs are doing in your Communities. Also, let him know who the Public Relations person is for your Club.

What is in this edition?

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Rotary International President Visits District 5050

RI President Mark Maloney will be visiting District 5050 on 17 and 18 August 2019. He would like to meet and chat with you at a reception on Saturday, 17 August, 4 - 6 PM at Kwantlen Polytechnic University, in Surrey, B.C. (where District Assembly has been held).

Mark your calendars for you and your family to attend and connect with RI President Mark. The fee is CDN\$25, children 12 and under are free. You can register here.



Canadian Eyesight Global 30th Anniversary Gala Dinner with Rotary International President Mark Maloney

Rotary International President Mark Daniel Maloney will be the Keynote Speaker at the 30th Anniversary Gala Dinner of Canadian Eyesight Global on 18 August 2019, at the Grand Taj Banquet Hall, 8388 128th Street, Surrey, B.C.

The event will be from 6-10 PM with doors opening at 5 PM. Tickets are CDN\$50 and can be purchased at www.CanadianEyesight.org.

The Gala Dinner is in partnership with the Rotary Clubs of Surrey, Burnaby, and New Westminster. Funds raised at the 30th Anniversary Gala Dinner will be used to support the work of Canadian Eyesight Global.



2019-2020 District Governor Club Visits

| Augu | <u>ist 2019</u> | | All visits subject to change | |
|--------------|-------------------------------|----|------------------------------|---|
| 15 | Hope (D) | 27 | Meadow Ridge (L) | |
| 21 | South Surrey (B) | 28 | Port Moody (B) | |
| 22 | PNW Passport (D) | | | |
| Septe | <u>mber 2019</u> | | | |
| 5 | Semiahmoo White Rock (B) | 23 | Surrey Newton Rotaract (E) | |
| | Abbotsford Matsqui (D) | 24 | White Rock (L) | |
| 9 | Bellingham (L) | | White Rock Peninsula (D) | |
| 10 | Bellingham Bay (L) | 25 | Langley Central (L) | |
| 11 | Stanwood Camano (B) | | Cloverdale (D) | |
| | Mount Vernon (L) | 26 | North Delta (L) | |
| 12 | Bellingham Sunrise (B) | | Langley (D) | |
| | Surrey Newton (D) | 30 | Whidbey Westside (D) | |
| 23 | White Rock Peace Arch (L) | | | |
| Octo | <u>ber 2019</u> | | | |
| 1 | South Whidbey Island (B) | 17 | Snohomish County Rotaract | |
| 2 | North Whidbey Island (B) | 18 | Lake Stevens (B) | |
| | Anacortes (L) | | South Everett Mukilteo (L) | |
| 3 | Sedro Woolley (L) | 21 | La Conner (D) | |
| | Fraser Valley Rotaract (E) | 22 | Fidalgo Island (B) | |
| 7 | Chilliwack After Hours (D) | | Everett (L) | |
| 8 | Mission Midday (L) | 23 | Skagit (B) | |
| 9 | Mission Morning (B) | | Marysville (L) | |
| | Coquitlam (L) | 24 | Burlington Midday (L) | |
| | Semiahmoo Rotaract | 25 | Burlington (B) | |
| 10 | Chilliwack Mt. Cheam (B) | | Oak Harbor (L) | |
| | Whatcom County North (L) | 28 | Bellingham Rotaract | |
| 11 | Aldergrove (B) | 29 | Mount Baker (L) | |
| 16 | San Juan Islands (B) | 30 | Abbotsford Sumas (B) | |
| 17 | Marysville Sunrise (B) | | Haney (D) | |
| | Arlington (L) | | | |
| Nove | <u>mber 2019</u> | | | |
| 5 | Coquitlam Sunrise (B) | 13 | Everett Port Gardner (B) | |
| | Abbotsford (L) | 14 | Surrey (B) | |
| | Chilliwack Fraser Rotaract | 15 | Chilliwack (L) | , |
| 6 | Langley Sunrise (B) | 19 | Tri Cities Rotaract | 4 |
| | Chilliwack Fraser (L) | 20 | Monroe (L) | |
| 7 | Port Coquitlam Centennial (D) | 21 | PNW Passport—US | |

Governor's Installation Banquet

Dave Duskin, Special to the Peace Arch Journal

Our thirty-third District 5050 Governor, Brad Whittaker, was installed at a dinner on 21 July. The annual event was held at the Quality Hotel, Abbotsford, BC. District Governor Brad is a member of the Chilliwack Rotary Club and he is the fourth District Governor appointed while a member of that Club.



Past District Governor from the Chilliwack Club, Larry Stinson (left), was the Master of Ceremonies. Music before and during the meeting was provided by The Rotations band also from the Chilliwack Club. The Rotations, featuring Rotarian Doug Wickers, did the national anthems and later in the evening answered a challenge.

Before installing DG Brad, the Immediate Past District Governor

Linda Murray, aided by PDG Lindagene Coyle, announced some of the District Club Awards. Those awards dependent on end of the year figures from Rotary International will be announced later. Here are the announced awards:

COMMUNITY PROJECT - White Rock Peninsula
MULTI-CLUB PROJECT - Area I: Burlington, Burlington
Noon, Mount Vernon, Sedro Woolley, Skagit
JOINT INTERNATIONAL PROJECT - Chilliwack Fraser,
North Delta, Langley Central, Bellingham
MOST NEW MEMBERS - Haney (8)
MEMBERSHIP INNOVATION - Fidalgo Island

PUBLIC IMAGE - Fidalgo Island

ROOKIE OF THE YEAR - Brooke Lewis - Coquitlam



Connie Milliken accepting awards on behalf of the Rotary Club of Fidalgo Island.

All Rookie of the Year nominees received a Nominee Award

Karin Brown - Burlington Nicole Read - Chilliwack

Sarah Davies - Fidalgo Island June Jones - Langley Sunrise

Brenda Jenkins - Meadow Ridge Jonathan Sosa - Everette Sunrise

Lori Travis - Coquitlam Sunrise Ely Golvin - Surrey

IPDG Linda addressed the group about her year and recognized the Assistant Governors with gifts. She was then welcomed into the PDG domain by PDG Lindagene with the presentation of a Past District Governor's pin and an engraved RI Globe.

The installation of DG Brad was conducted by Past Rotary International Vice President Dean Rohrs. PRIVP Dean is a member of the Rotary Club of Langley Central in our District. She, and her husband Rhino, and their three children emigrated to Canada from South Africa 29

Governor's Installation Banquet

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years ago. Dean grew up in Zambia and she and Rhino lived in Malawi, Nambia as well as South Africa. She has been in Rotary since 1989, and she is a past District Governor of D5040 while a member of the Vancouver Sunrise Club.

In installing DG Brad, PRIVP Dean (left in photo) asked Kim Isaac, Brad's wife, to stand by his side as she would throughout his year. DG Brad recently retired after 16 years as Director of Research Services and Industry Liaison at the University of the Fraser Valley in Abbotsford. He has been a member of the Chilliwack Rotary Club since 2002 and served as Assistant Governor for Area B.



The Assistant Governors were also installed and

IPDG Linda welcomed DG Brad with a pin and the passing of the District Governor's banner from the South Everett Mukilteo Club to the Chilliwack Club.

In DG Brad's address to the group, he showed the video of Rotary International President Mark Maloney's announcing his theme for the year-"Rotary Connects the World." However, "DOGOODERY IS WHAT WE DO IN ROTARY" might have to be DG Brad's unofficial theme.

It seems that when PRIVP Dean recently visited the Chilliwack Club, she told its members about the new word she learned at the International Convention in Hamburg, Dogoodery, and challenged The Rotations to write words to a song by that name. The song debuted at the installation celebration. To hear the debut of the song there is a link on our District website.

Closing was the Rotations with a sing along of the song, Smile.





District Governor Brad and Kim are looking forward to hosting this year's District Conference, returning to Canada and the beautiful Harrison Hot Springs Resort, in Harrison Hot Springs, BC and invite you to come and JOIN THE ADVENTURE.

Harrison Hot Springs offers Rotarians and guests the opportunity to connect and celebrate our accomplishments while exploring the Adventure opportunities and beauty of Harrison Lake. Unwind in Paradise!

Harrison Hot Springs offers many Adventure opportunities. You will want to arrive on Thursday to ensure you can participate in everything.

On Thursday: <u>Host Ticketed</u> items include (1) an exciting River Rafting Adventure, "District 5050 Conquers the Chilliwack River" includes transportation from Harrison, lunch and 3 hrs on the River then transport back to the Hotel. (2) A Fellowship BBQ at the Harrison Country Club, Aloha Theme.

For those who would like to explore on their own, you could try a round of golf at the Sandpiper Golf Course; Watch Artisan Cheese or hand crafted pottery in the making on the Circle Farm Tour; or tour a 1920's living Historic site or there are many outdoor activities; hiking, sightseeing and wildlife viewing, kayaking or jet boating on the Harrison River. Or you can just enjoy a Spa treatment and the Hot Springs pools at the Resort.

On Friday: <u>Host Ticketed</u> items include (1) A 2.5 hr breakfast Boat Cruise on the Harrison Lake (2) Walking Tour and History of Harrison Hot Springs (3) Area A Rotary Clubs' Luncheon at Noon before the Conference officially starts at 2:00 pm.

On Saturday: will be a full day of conference activities ending with the Governors' Gala and dancing to the band Appaloosa. Dress will also be Aloha Style as we will be heading to the International Convention in Honolulu, later in June.

On Sunday: morning will bring the end to our Conference with an Inspirational speaker, Pioneers presentation and a Memorial tribute.

The Conference will feature a mix of inspiring and motivational speakers, Rotary topics and programs and lots of entertainment mixed throughout.

There will be a House of Friendship where Rotarians can meet, Rotary Clubs can display their projects and there will be an opportunity to purchase Rotary Clothing and bling from Creative Embroidery.

Registration is open now and Early Bird rates of \$325 plus GST, are in effect until 15 November 2019 and to the delight of both US and Canadian attendees, all pricing is in Canadian Dollars.

The Harrison Hot Springs Resort is also now accepting reservations for rooms and has extended conference rates to include the Thursday and Sunday night. So book early. Dress Code for the Conference is "Resort Chic"

Our <u>Conference Website</u> is also live on District 5050 website, with detailed information on our <u>Pre conference activities</u> – both host ticketed and self guided, and information on our <u>Speakers</u>. New information will be added and you will receive video updates leading up to the conference.

Traveling Peace Arch Contest

At the 2019 District Conference, District Governor Linda Murray replaced the original Peace Arch replica with a Peace Arch coffee cup, reinventing the tradition and turning it into a District-wide contest in hopes of revitalizing the program and encouraging interclub fellowship. The rules of the contest are simple...

- 1. Take the cup to a Club meeting of your choice ON THE OPPOSITE SIDE OF THE US/CANADIAN BORDER FROM YOUR CLUB.
- 2. Take as many of your Club members as possible with you.
- 3. Points are awarded as follows
 - a. Points awarded can be POSITIVE or NEGATIVE!
 - b. 5 positive points for each member in your group
 - c. 1 positive point for each mile between your regular meeting place and theirs
 - d. 10 negative points for each week or portion of a week that the cup is still in your possession beginning 14 days after you received it.
 - e. 10 positive points extra will be awarded if you upload a story and pictures of your visit.
- 4. After visiting another Club and leaving the cup behind, log into www.district5050.org, click on the link to this story, and add your comments at the end of the rules to receive credit for your visit. Remember to describe your visit in detail and email a copy, including pictures for extra points to editor.paj@gmail.com!
- 5. The Club with the most POSITIVE points will be recognized annually and awarded a prize by the current District Governor.
- 6. The Club with the most NEGATIVE points will be recognized annually and awarded a (booby?) prize by the current District Governor.

Upcoming Club Events

Aldergrove—Langley RibFest 16-18 Aug

Everett Port Gardner—20th Annual Classic Car Raffle 6 Oct

La Conner—Shine A Light on Literacy 17 Aug

North Whidbey Island Sunrise—Challenge Series 24 Aug

San Juan Island—13th Annual Concourse d'Elegance 24 Aug

Whidbey Westside—Black Tie & Blue Jeans 8 Aug

Visit the specific Clubs for more information. Find them at the <u>District 5050 Clubs List</u>.

Rotary District 5050 Calendar

For updates refer to Events on the District Home Page

17 August RI President Reception

18 August Canadian Eyesight Global Gala Dinner with RI President

23 August GOLFUN

23 August GOLFUN Dinner Only

14 September Districts Leaders Workshop

30 April District Conference *Join the Adventure*

District 5050 Foundation Report

Rob Martin, Stewardship Chair

For the past five years, Charity Navigator has rated the Rotary Foundation with its top rating of 4 stars. In addition, The Rotary Foundation earned one of the top scores of any worldwide charity with an overall score of 97.51! In 2017-18 TRF spent 90.5% of funds donated on programs and services. This is an exceptionally high rating, and one that I think all Rotarians can be proud of.



Income Statement (FYE 06/2017)

REVENUE

| Contributions | |
|-------------------------------|---------------|
| Contributions, Gifts & Grants | \$303,563,423 |
| Federated Campaigns | \$0 |
| Membership Dues | \$0 |
| Fundraising Events | \$0 |
| Related Organizations | \$440,655 |
| Government Grants | \$502,445 |
| Total Contributions | \$304,506,523 |
| Program Service Revenue | \$22 |
| Total Primary Revenue | \$304,506,545 |
| Other Revenue | \$28,391,189 |
| TOTAL REVENUE | \$332,897,73 |
| EXPENSES | |
| Program Expenses | \$253,708,695 |
| Administrative Expenses | \$9,056,432 |
| Fundraising Expenses | \$20,959,206 |
| TOTAL FUNCTIONAL EXPENSES | \$283,724,333 |
| Payments to Affiliates | \$0 |

Net Assets \$1,058,676,235

I have great confidence in Our Foundation and it's ability to "Doogoodery" long into the future!



Excess (or Deficit) for the year















\$49,173,401

Mark Maloney's Address to Governor's Elect

RI President-Elect Mark Maloney delivered the following address to the RI Governor's Elect in San Diego, CA 14 January 2019. The first part of this address was printed in the July 2019 PAJ edition.

And we will have four emphases that will guide us in our work.

The first emphasis is to grow Rotary — to grow our service, to grow the impact of our projects, but most importantly to grow our membership so that we can achieve more.

We talk so much about membership in Rotary. Every year, we talk about the same issues, perhaps in slightly different ways. In certain parts of the world, Rotary is growing rapidly. But in many regions we have not seen the kind of change we have hoped to accomplish. Last year, we set a Rotary record nobody wanted to set — we set a record in the number of people who left our organization. Some of them left because Rotary was not the experience they had hoped it would be. Some loved Rotary until the end of their lives. But they left, taking their ability, their experience, and their leadership with them.

Bringing in more members to replace the ones we lose is not the answer. It is like pouring more water into a bucket full of holes. We need to address the root causes of that member loss: member engagement that is not what it should be, and a member demographic that skews steadily older.

It is clear that it is time to make some fundamental changes. We already know what the barriers are to an engaged and diverse membership. It is time to act on what we know: creating new membership models, opening new paths to Rotary membership, and building new Rotary and Rotaract clubs where the existing clubs do not meet an existing need. That means not only making sure club presidents understand why it is so important to grow their own clubs, and membership overall, but ensuring that they have an effective structure for doing it.

Considering that membership is all that stands between a Rotary that serves and a Rotary that disappears, it is surprising how many clubs have no membership committee and whose entire approach to membership consists of exhorting existing members to invite their friends. Not only is that a sure path to clubs that all look the same, but it has also given us two decades without growth. What we need is an organized approach: a district membership chair in every district and a formalized membership committee in every club — consisting of multiple people of different backgrounds who are methodically looking not at individuals but at the community. What segments of the community, what positions, what professions are not represented in the club? Those are the people we need to find.

There is nothing revolutionary about that approach. It is one of the oldest ideas in Rotary. It is called the classification system. It has worked for 113 years, and we need to rediscover it and use it.

In addition, we must grow Rotary by forming new clubs. We need to form new clubs not just where Rotary does not already exist but in communities where Rotary is thriving. We need to start new model clubs offering alternative meeting experiences and service opportunities. And, remember, forming new Rotary clubs is the distinct responsibility of the district governor and the district.

The second emphasis for next year is even closer to home than our clubs. It is our families. When I was a district governor, people sometimes asked me how I managed to balance my professional and Rotary responsibilities with two young girls at home. The answer was simple. Gay and I brought them along. As much as they grew up in the Maloney family, they also grew up in the family of Rotary. It was great for them. It was great for all of us. And it was also great for Rotary, because it meant that we did not have to choose between my club and our children.

We should never, ever expect our members to make that choice. We need to foster a culture where Rotary does not compete with the family but rather complements it. That means taking real, practical steps to change the existing culture: being realistic in our expectations, considerate in our scheduling, and welcoming of children at Rotary events on every level (right up to this International Assembly!).

We cannot change our demographic in Rotary if we ignore the daily realities of the very demographic we most need to attract: community-minded younger professionals. We need to meet them right where they are, at their stage of life — and welcome them.

And that brings me to our third emphasis: building a viable path to Rotary leadership for Rotarians who are actively involved in their professions.

The job of club president should never be seen as a time commitment too great for a busy professional to consider. The job of district governor should not come with the expectation that you must retire from your paying job first. By making volunteer positions into full-time responsibilities, we are closing the door to the contributions of the people we need most in Rotary — the ones with the potential for decades of Rotary service and Rotary leadership.

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Mark Maloney's Address to Governor's Elect

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The Rotary ladder should not be so hard to climb — and it does not have to be. We can make it easier. So many of the barriers to Rotary leadership are barriers we ourselves built, with expectations tailored to a different time and a different generation. It is time to adapt, to change our culture, and to convey the message that you can be a great district governor without visiting every club individually, and a great club president without doing everything yourself. You can take the lead in the year ahead —whatever stage of life you yourselves are in. Begin to change the culture of leadership in your own districts.

The three emphases I have just presented all focus on the internal health of our organization: the structure and functions that will allow us to grow Rotary. But Rotary does not exist in isolation from its communities. Rotary lives in the world it serves —and it serves to unite that world.

That is why our fourth emphasis will be a focus on Rotary's historic and enduring relationship with the United Nations.

In 2020, as Rotary marks its 115th year, the United Nations will be celebrating the 75th anniversary of its historic charter. It will be a time for us to celebrate our partnership as well, with a series of planned presidential conferences around the world and a focus on the Sustainable Development Goals that Rotary does so much to support. Whether we are working toward clean water, better health, improved education, or economic stability for the world's least privileged people, Rotary shares the United Nations' enduring commitment to a healthier, more peaceful, and more sustainable world. And Rotary offers something no other organization can match: an existing infrastructure that allows people from all over the world to connect in a spirit of service and peace and take meaningful action toward that goal.

In the words of our vision statement: Together, we see a world where people unite and take action to create lasting change — across the globe, in our communities, and in ourselves.

We are people of action — people who not only want to change the world but also have the ability to turn inspiration into real and lasting change.

We have that ability because of who we are and because of what Rotary allows us to do.

Rotary allows us to connect.

It allows us to connect with each other, in deep and meaningful ways, across our differences. It connects us to people we would never otherwise have met, who are more like us than we ever could have known. It connects us to our communities, to professional opportunities, and to the people who need our help.

Connection is what makes the experience of Rotary so very different from the experience of walking along the concourse at JFK airport. In Rotary, none of us is an island. All of us are here together — whoever we are, wherever we are from, whatever language we speak or traditions we follow. We are all connected to each other, part of our com-munities, and members not only of our clubs but of the global community to which we all belong.

That connection is what lies at the heart of the Rotary experience. It is what brings us to Rotary. It is why we stay. It is how we will grow Rotary. And it will be our theme in the 2019-2020 Rotary year: *Rotary Connects the World*.

In this ever more divided world, Rotary connects us all. This device in my hand allows us to connect with the world. As all of you have your phones out to capture the theme for the 2019-2020 year, I ask that you share the theme on social media. Take a photo, post it on social media, and share how Rotary allows you to connect with the world.

Through Rotary, we connect to the incredible diversity of humanity on a truly uniquefooting, forging deep and lasting ties in pursuit of a common goal.

As we begin our journey together, with optimism, courage, and joy, we know that this journey, like every other, will be what we make of it. Let us approach the week before us, and the year that lies ahead, with the spirit of service and friendship that has inspired generations of Rotarians before us — knowing that through service, and friendship, and commitment, *Rotary Connects the World*.





Leadership Team of Rotary International District 5050

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From the Editor's Desk

This is the August 2019 issue of the *Peace Arch Journal*. Governor Brad's Club visit schedule is on Page 4. Find out when his coming to your Club. Plan to bring a potential member to learn more about Rotary. It's also fun to visit another Club when the Governor visits. Perhaps, your could bring potential members to those Clubs as well.

Rotary International President Mark Maloney is coming to District 5050! See <u>Page 3</u> for all of the details. Everyone should make plans for 17 & 18 August!

Also, later this month is the annual <u>GolFun</u> at Hempstead Gold & Country Club near Lynden, WA. <u>There's also an option for dinner only if your significant other doesn't play</u>. Help raise funds for The Rotary Foundation!

Congratulations to Lee Harman and Bill Ward on completing the Peking to Paris Motor Challenge! They had an eventful journey and we look forward to hearing more about it. We will have more on their adventures in an upcoming issue!

Where oh where is the new Traveling Peace Arch? Details on how this works were published in the July 2019 *Peace Arch Journal*.

Thank you to this month's contributors. However, the *Peace Arch Journal* needs your help. If you are interested in writing occasional stories about your Club and neighboring Clubs, your communities and Club activities and events, please let me know.



Yours in Rotary,



