

RotaryCanada

*A new leaf
Un nouveau feuillet*

*July 2017
Juillet 2017*



Something for everyone

*Take advantage of
a menu of giving options*

Hell in High River

*Rotary regrows businesses
after flooding*

L'impact d'un projet

Rotary





OUT WITH THE OLD AND IN WITH THE NEW. That ritual plays out across the Rotary world as we usher in a new group of presidents to lead our clubs in 2017-18.

Business analysts would tell us that wholesale change of leadership is not conducive to success, yet our clubs continue to serve our communities.

Why is that?

I suggest the answer is enthusiasm. Having recently participated in a nine-district presidents-elect training seminar, I saw firsthand more than 500 presidents-elect preparing for their year of service leading a Rotary club – their Rotary club.

While the knowledge imparted to those presidents-elect during the seminar will assist them in planning and executing leadership, the more important aspect of their experience was sharing ideas and listening to inspiring speakers.

These leaders must succeed if we are to achieve our goals for the 100th anniversary of The Rotary Foundation, to continue to serve at home and internationally, and to engage the community through public relations.

As much as they have prepared for their role, now they need you. This Canada Day, take the pledge to do as much as possible to ensure the success of your new president and your club.

ROD THOMSON

Chair, *Rotary Canada* Advisory Board
Rotary Club of Semiahmoo (White Rock), B.C.

PHOTO *of the* MONTH

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CHRIS M. OFFER

Chris M. Offer of the Rotary Club of Ladner, B.C., saw these children playing while he was in Nigeria for a polio surveillance project.

Correction: In our April story "Milestone Moments," we misidentified the location of Rotary District 5550, which comprises Manitoba and parts of Ontario and Saskatchewan. Also, while the Canadian Museum for Human Rights is the first national museum built solely for that purpose in decades, it was not the first national museum since 1967 – the Canadian Museum of Immigration at Pier 21 in Halifax, which had been a local museum, became a national museum in 2011.



Options for every donor at The Rotary Foundation

by PAUL ENGLEMAN

Last year, in recognition of The Rotary Foundation's centennial, the Foundation Trustees set a goal of enrolling 100 new members into the Arch Klumph Society. Canadian Rotarians stepped up to the challenge: In April, the Trustees inducted 14 couples into the society, which recognizes donors who pledge to bring their lifetime contributions to US\$250,000.

The new society members were able to earmark their gifts to the causes that matter most to them. The \$2.2 million total pledged includes \$568,000 towards water and sanitation, \$499,000 to the Endowment Fund, and \$475,000 towards polio erad-

ication, gifts that will have lasting benefit. "The beauty of the Foundation is we have something for everyone," says Carolyn Ferguson, a member of the Rotary Club of Ancaster A.M., Ont., and a senior major gifts officer. "You can be as general as you want with an unrestricted gift, or you can get very specific. We have one Foundation for many needs."

We spoke to several donors to find out why they made the gift they did.

Roslyn Stroschin, 2016-17 governor of District 5040 (British Columbia) and a member of the Rotary Club of Whistler Millennium, B.C., says that she and her husband,

Alex, opted to support the Rotary Peace Centres, "because we believe peace is key to the functioning of all the other areas of focus. Without peace, it is very difficult for children to go to school, for health clinics to operate, for businesses to flourish, for wells to be dug." She adds that on a recent trip to Ethiopia and Uganda, "We saw what Rotary does for those in need. Alex and I are blessed to have the funds to give. Hopefully our giving will inspire others to give also."

Tim and Sally Schilts, members of the Rotary Club of Dawson Creek Sunrise, B.C., designated a substantial portion of their contribution for education and literacy. Sally, who was club president in 2010-11, says, "I've been involved in education for many years. It's the ultimate power tool. For us, being able to designate money for literacy and education was a no-brainer." Tim, past governor of District 5370, says, "We started supporting education for girls in Malawi in 2002, and we have seen how that can change lives."

Devon G. Biddle, a member of the Rotary Club of Oshawa (Parkwood), Ont., and his wife, **Linda**, directed much of their financial support to water and sanitation. A major factor in their decision was Devon's long career as a civil engineer, operating his own firm, D.G. Biddle & Associates. Travelling in Ethiopia, they witnessed women and children struggling to carry heavy jugs of water up steep hills. "You see that, and you are reminded of just how precious water is," says

Linda. The experience reinforced their belief that establishing a reliable source for clean water can free women and children from that daily burden and provide the time they need for education.

Zen Moisey, a member of the Rotary Club of Edmonton West, and his wife, **Doreen**, customized their donation so that their endowed gift will provide an annual earnings stream in perpetuity to the Rotary district that encompasses Ukraine. The Moiseys have seen that the most successful projects are conceived by local clubs. "We do not know of another organization that can deliver benefits to countries lacking adequate legal and fiscal infrastructure, and at a lower cost, than The Rotary Foundation," says Zen, who is nearing completion on a book about Ukraine and has visited the country of his ancestry 13 times.

Others who were recognized for their leadership and generosity as new inductees at the Arch Klumph Society Canada Day event were: Dietrich and Cathleen (Kitt) Brand, Bruce and Pat Williams, Steve and Mary McEachern, Neil and Cheryl McBeth, William Roy and Nancy Jean Gray, F. Ronald and E. Lynn Denham, William R. and Delphine Patchett, Michael J. and Karen Parker, Joop and Susan Ueffing, and one anonymous couple.

For a full explanation of Foundation giving opportunities, speak to your club's/district's Foundation chair or zone endowment/major gifts adviser or visit www.rotary.org/en/donate/recognition.



Douze ans plus tard . . .

par PDG Paul Beaulieu, Club Rotary Québec-Charlesbourg

Souvent, on se questionne sur le travail que l'on fait avec nos projets à l'étranger : Est-ce que l'argent investi et tous les efforts faits par nos clubs et nos districts valent toute la peine qu'on se donne ? Après quelques années, on peut se demander quel a été l'impact réel sur le terrain. Avons-nous fait une différence ? Est-ce que les efforts faits par nos amis partenaires du club Rotary local, tous ces voyages, ces nombreux courriels et toutes les heures passées à trouver des solutions ont réellement porté fruits ?

Depuis un certain temps, je me posais ces questions au sujet du projet du District 7790 lors de mon année de gouvernement en 2002-03, projet qui consistait à équiper un nouvel institut agricole au Pérou. J'avais beau aller sur le site web de l'Institut Public d'Éducation Supérieure Vallée de Tambo, je ne trouvais pas d'adresse courriel pour communiquer avec eux. J'ai écrit à une amie, membre du club de Yanahuara-Arequipa que j'avais retracée, pour tenter d'obtenir le nom et l'adresse courriel du directeur de l'institut. J'ai pu écrire au direc-

teur pour lui poser plusieurs questions sur l'impact que l'Institut avait eu sur ses étudiants, sur leur avenir et sur la région. Après deux semaines, le directeur M. German Llanqui me fait parvenir l'information que je voulais tant obtenir pour répondre à mon questionnaire.

Entre 2006 et 2015, près de 400 étudiants ont obtenu leur diplôme. L'âge moyen se situe entre 17 et 29 ans avec quelques exceptions jusqu'à 55 ans. La grande majorité a trouvé un emploi dans la région. Une entente avec une université permet même aux finissants qui le désirent de poursuivre leurs études en agro-alimentaire ou en agronomie.

Le directeur a joint à sa missive, une liste de noms de 31 anciens étudiants dont il connaît l'occupation professionnelle. Tous travaillent pour des entreprises spécialisées dans le secteur agroalimentaire. Ils y occupent des postes tels que responsable du contrôle de qualité, de chef d'équipe, etc. Sur cette liste, 17 de ces 31 personnes sont des femmes. Les emplois sont répartis à peu près également entre l'industrie de l'alimenta-

tion et le secteur agricole.

Je dois avouer que ce que j'ai appris m'a fait chaud au cœur. Cela me confirme une fois de plus que nous pouvons faire une différence dans la vie des gens, dans le dynamisme économique de toute une région. Savoir que dans cette région pauvre, des familles ont un meilleur niveau de vie grâce à la formation que nous avons aidé à mettre sur pied, cela fait oublier les longues heures de travail que la préparation de ce projet a nécessité. Même si, à l'époque on n'en parlait pas encore dans les projets du Rotary, on peut dire que cet Institut agro-alimentaire s'inscrit dans l'optique du développement durable.

Dans cette région très aride, coincée entre l'océan et les montagnes, les étudiants n'avaient pas les moyens financiers d'aller étudier à Arequipa ou à Lima. Grâce aux rotariens et à la Fondation Rotary, les jeunes peuvent maintenant étudier dans leur région et rêver d'un avenir meilleur pour eux, pour leur familles, et pour leurs enfants.

HIGH-LEVEL RESEARCHER

Robert Lampard



While doing research related to his book *The Life and Times of James and Lillian Davidson in Rotary International*, Robert Lampard discovered that, although the Geographical Names Board of Canada had approved a proposal to name a mountain for Davidson in 1933, the designation had never been entered into the official record. So Lampard organized a group of Rotarians to climb the slope to officially name Mount Davidson in honour of the Calgary Rotarian who chartered 32 Rotary clubs in 15 countries. A physician, as well as a hiking and mountain-climbing enthusiast, Lampard has served officially as historian of the Rotary Club of Red Deer, Alta., and unofficially as a historian of Rotary in Canada for more than two decades.

ROTARY CANADA: How did you get interested in Rotary history?

LAMPARD: In 1994, seven years after I joined the Rotary Club of Red Deer, I was handed the club historian file, which was almost empty. I learned that when Red Deer joined Rotary in 1923, it was the smallest town in the world to have a Rotary club. That intrigued me. Something else intrigued me more: a one-line reference to James Wheeler Davidson, who had spoken on brotherhood at the club's charter night. A note said that he

went on to charter a number of clubs in Asia, which I thought was unusual for a Calgarian. That got me studying the origins of the club and Davidson's story.

RC: This year marks the 100th anniversary of the term of the first Rotary president from Canada, E. Leslie Pidgeon. What role did the early Canadian Rotary presidents play in the organization?

LAMPARD: Leslie Pidgeon, the first non-American president, was very charismatic. He joined Rotary in 1914 and three years later was the president. He was a minister in Vancouver, Winnipeg, and Montreal. One important thing he did in the context of time and history: He insisted that Rotary hold a convention in 1918, despite plans to cancel it because Americans had entered World War I. He also was quite involved in Rotary expansion, particularly to Cuba.

Crawford McCullough's presidency in 1921-22 needs to be viewed in terms of the rapid changes that were occurring after the war. There was sensitivity in Rotary between American and United Kingdom Rotarians. McCullough created the Canadian Advisory Committee, whose first task was to expand Rotary to Australia and New Zealand. The committee sent Davidson and J. Layton Ralston, who succeeded after the American expansion committee had failed on three attempts. McCullough wrote the rules for extending Rotary around the world. He convinced Rotary to hold a convention outside of the U.S. every few years. That soon proved that Rotary had an international presence. After his presidency, he became the first chairman of the expansion committee who wasn't an American.

RC: We can't let you go without asking about your favourite subject, James Wheeler Davidson. What are you researching now?

LAMPARD: I have another book on Davidson in process: to highlight his 1928 to 1931 trip by revisiting the clubs he chartered. I've visited the clubs in Australia, New Zealand, and Southeast Asia. I'm missing the Indian and Eastern Mediterranean clubs that he started. I think one of the reasons that the polio eradication campaign has worked is because of all the clubs that Davidson started in Asia. Without that foundation, I don't think the campaign would be as successful as it has been.

– PAUL ENGLEMAN 

HELL IN HIGH RIVER

Rotary helps businesses in Alberta town after one of the costliest disasters in Canadian history

by NIKKI KALLIO

Officials had just issued a flood warning for the town of High River, Alta., and Carney Zukowski-Young was at her business on First Street moving artwork to higher places. Nearby, her husband, Randy Young, searched for sandbags to stack in front of their interior design storefront, Aisling Interiors. Still, floodwaters had never reached their location, so they thought they would be OK.

"Our town is maybe 60 miles from the Rocky Mountains, which experienced really heavy rain over a 24-hour period," says Bob MacDougall, 2016-17 secretary of the Rotary Club of High River. In the 30 years that he and his wife have lived in High River, he had watched the water rise every five years or so. But not like this day in June 2013.

The mountains upriver were washed with up to 340 millimetres of rain, which rushed down the Highwood River through the town. The same torrent inundated the Bow River, which runs through Calgary.

Around 10 o'clock that morning, Zukowski-Young heard a shout from down the street. "They yelled, 'It's gone over the bridge!' and it was like someone opened a faucet to a tap," she says. "It was just insane how quickly it came."

The rush of water knocked her to the floor of the shop. It carried away vehicles

and devastated the downtown, soaking businesses with about a metre of water. Young says that at one point the water reached the "7" on the sign at the 7-Eleven store. As a police officer helped a woman and her child into the back of a dump truck, the officer's car floated away, lights flashing and windshield wipers on.

The flooding, which killed four people and affected communities throughout southern Alberta including Calgary, became the second-costliest disaster in Canada's history, reaching more than CA\$6 billion in damage. The town of High River was particularly hard-hit.

"I would say 90 to 95 per cent of the residences and businesses in the town [of 13,000] were affected by the flood," MacDougall says.

Residents and business owners were forced to abandon their properties for up to 12 days. When they finally were allowed back in, it quickly became clear that the town would need an extraordinary effort to get back on its feet.

Roads were passable but lined with snowbank-size piles of mud and debris. The water had rushed through a feedlot before it hit town, carrying dead animals and waste, Young explains. Oil and gas from flooded cars further contaminated

the water. About 200 millimetres of mud had coated Aisling Interiors, and large pieces of furniture had been shifted and pushed around the store.

Later, when the High River Rotary Club met with business leaders, they found out that little or no funding was available to them because the damage had been caused by a natural disaster. Mike French and Patrick Killoran, 2011-12 and 2013-14 governors, respectively, of District 5360 (parts of Alberta and Saskatchewan), approached the club about the possibility of a Rotary Foundation global grant to aid business recovery, MacDougall says.

"We knew they were going to need help, because not only had people lost their homes, the schools were gone. Their businesses were gone," says Donna Schmidt, 2013-14 governor of District 6400 (parts of Ontario and Michigan) and a member of the Rotary Club of Allen River, Mich., the international partner on the global grant. "They didn't know where they were going to find shelter. They didn't have a means to support their families, because they had lost their jobs at the same time. It was absolutely devastating."

The \$323,000 grant paid for training and education programs, business coach-



Clockwise from left: The worst floods in Alberta's history affected more than 30 communities and displaced more than 125,000 people. The town of High River was particularly hard-hit. The Rotary Club of High River received a global grant from The Rotary Foundation to help businesses start or restart in the community. So far seven companies have received loans, including a design business that reinvented itself as a café.

ing, and a microcredit loan program to help businesses start or restart in the community. Once the Alberta provincial government learned about the training program, it offered supplemental funding, so the club was able to offer more, MacDougall says.

In total, MacDougall says the training portion of the grant, completed in 2016, reached 364 new and existing business owners. Several business expos and forums allowed owners to talk to experts about business continuity, career planning, and other topics. Forty companies received direct coaching. The organization Community Futures Highwood administered the Rotary-funded microloans and training. About \$46,000 remains to be issued.

Seven companies, including Aisling Interiors, received loans of \$30,000 each, which paid for things such as tools, equipment, or renovations, the kinds of things for which businesses – particularly those with little or no collateral – might

normally have trouble finding funds.

The town set up tents for devastated businesses to have a place to operate, where Young and Zukowski-Young initially planned to reopen their shop. They used their \$30,000 Rotary loan to instead purchase antiques to sell. But then they decided to open a coffee shop in their old space, using most of the antiques as furnishings and décor to replace what they had lost.

A River Ran Through It Café opened in February 2015. The loan also covered office equipment and some of the new coffee-making equipment, and the couple are still selling window coverings as part of their original design firm.

The business loans haven't been issued as fast as the High River club expected. But it has also been a slow rebuild: Officials estimate that total recovery could take 10 years. "It's very difficult to restart business when major construction is still happening," says MacDougall. "There's no parking, and there's traffic problems,

so it's been slow. There's still very significant need."

At the same time, the collaborative spirit of the community is evident. The local Boy Scout hall can operate because the High River club replaced its damaged hot water tank and furnace. In December 2013, the club invited families in town out for a barbecue featuring popular entertainer Tom Jackson. "People hadn't been out for a night for months," MacDougall says. And before the business recovery global grant, the club had raised about \$250,000 to revitalize a damaged and popular park downtown, installing a new stage, playground, and fire pits.

These efforts were designed to help heal the community and renew its spirit while it rebuilt structures and businesses.

"They came out on the strong end and they fought back hard, and they really had so much to deal with on so many different levels," Schmidt says. "I think we've all gained tremendous respect for that area."





Inspiration AROUND EVERY CORNER

The bottle caps that changed everything

When the Kissels, Heike and Dennis, met fellow German Rotarians (and former Rotaractors) Sandra Buehrke, Constanze Abendroth, and Lutz Olbrich during the 2013 Rotary International Convention in Lisbon, Portugal, something deeper than friendship was formed. A chance encounter at a House of Friendship booth featuring a bottle cap collection fundraiser led to dinner, where the idea sparked excited conversation to do the same at home.

Four years later, their group leads a successful nationwide effort for polio that has collected 150,000 kilograms of plastic bottle caps for recycling, providing funds for about as many polio vaccinations.

**Find your inspiration at the Rotary Convention in Toronto.
Register today at riconvention.org.**

Rotary



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