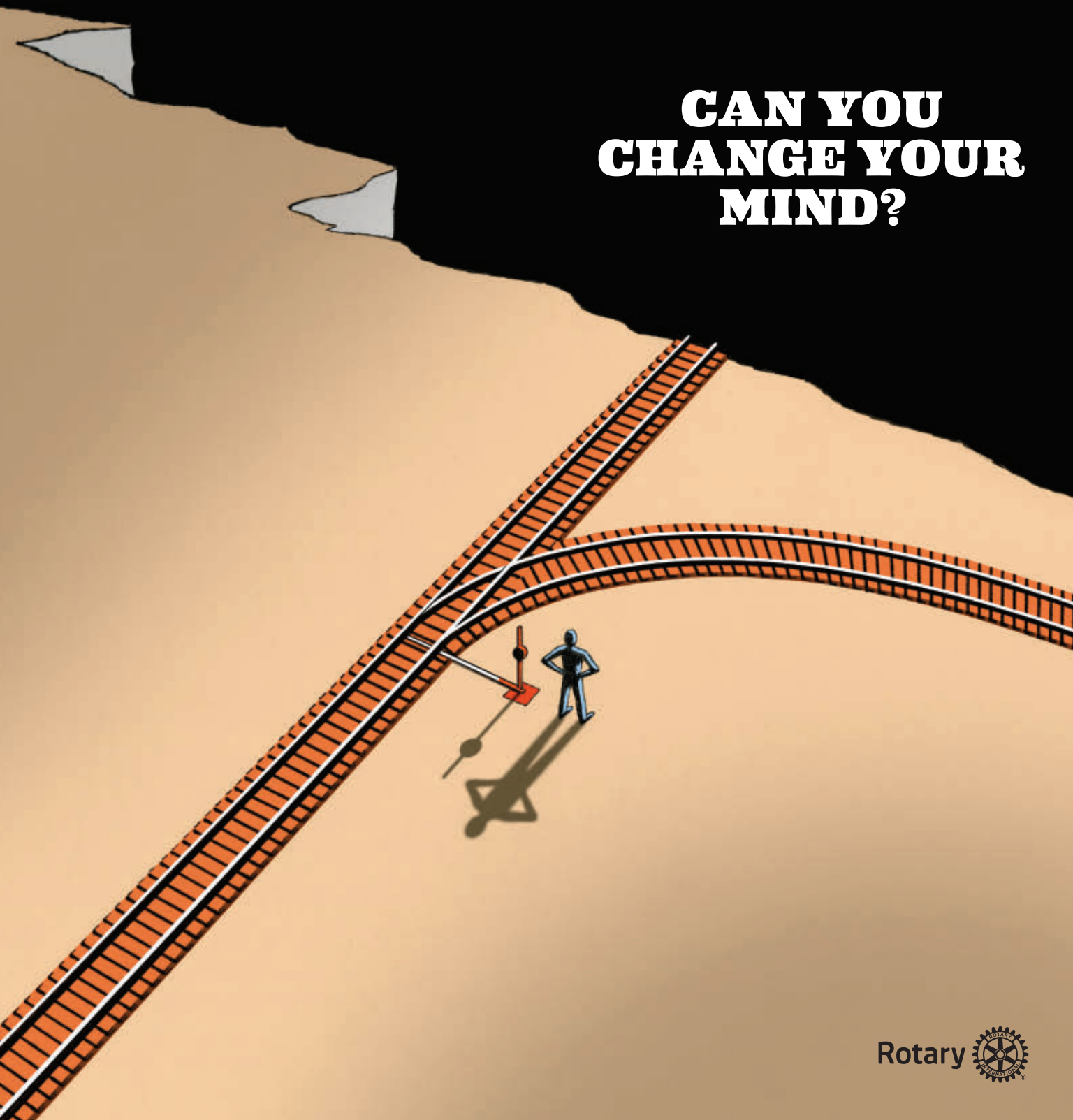


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DEAR FELLOW ROTARIANS,

Rotary is a massive, and massively complex, organization. As this issue of *The Rotarian* goes to press, we have 1.2 million members in 35,633 clubs in nearly every country of the world. Hundreds of thousands of participants are involved in Rotary programs such as Rotaract, Interact, Youth Exchange, Rotary Youth Leadership Awards, Rotary Community Corps, Rotary Peace Centers, and a host of local and Foundation-supported projects and programs at the national, district, and local levels. The name of Rotary is attached to countless projects every year, from blood banks to food banks, school sanitation to polio eradication. One hundred thirteen years after the first Rotary club was founded, Rotary service reaches literally around the globe.

What that service looks like on a daily and weekly basis can vary enormously by region, country, and club. Each club has its own history, priorities, and identity. It follows that the identity of Rotarians, and the purpose each Rotarian sees in his or her service, similarly has a great deal of variation. There's nothing wrong with that, as Rotary is by design a decentralized organization, intended to enable each Rotarian and each Rotary club to serve in the ways that suit them best.

Yet the diversity that makes us so strong can also pose challenges to our identity as an organization. It is no surprise that many people who have heard of Rotary still have little idea of what Rotary does, how we are organized, or why we exist at all. Even within Rotary, many members have an incomplete understanding of our larger organization, our goals, or the scope and breadth of our programs. These challenges have significant implications, not only for our ability to serve most effectively, but also for the public image that is so essential to our ability to build our membership, partnerships, and service.

Several years ago, Rotary launched a serious effort across the organization to address these issues, developing tools to strengthen our visual and brand identity. Today, we are using those tools to develop our People of Action public image campaign, which showcases the ability that Rotary grants each of us to make a difference in our communities and beyond. Last June, your Rotary International Board of Directors voted to adopt a new vision statement, reflecting our identity and the single purpose that unites the diversity of our work.

Together, we see a world where people unite and take action to create lasting change – across the globe, in our communities, and in ourselves.

Wherever we live, whatever language we speak, whatever work our clubs are involved in, our vision is the same. We all see a world that could be better and that we can help to make better. We are here because Rotary gives us the opportunity to build the world we want to see – to unite and take action through *Rotary: Making a Difference*.



ON THE WEB

Speeches and news from
RI President Ian H.S. Riseley at
www.rotary.org/office-president

A stylized, handwritten signature of Ian H.S. Riseley in black ink.

IAN H.S. RISELEY

President, Rotary International





may

contents

Vol.196 No.11

FEATURES

28 Final exam

After a grueling year of preparation, two Rotarians and a Rotaractor face one last challenge before they can join the elite ShelterBox Response Team.

By Ryan Hyland

38 Neuro-logic

Can you change your mind? Your brain might be getting in your way.

By Joe Queenan

44 The Rotarian Conversation

Tech entrepreneur Jim Marggraff is inventing the way to a better future.

By Diana Schoberg

48 Bright lights, big heart

For 95 years, the Rotary Club of Las Vegas has helped build a city that transcends showgirls, celebrities, and slot machines.

By Kevin Cook

DEPARTMENTS

6 Letters

11 Up front

- Constructive action
- Relief for first responders
- When a heart stops, every second counts

22 Calendar

57 Insider

- Writing polio's history
- Gone fishing

COLUMNS

1 President's message

A vision that unites us

8 Editor's note

24 Culture

Curve your enthusiasm

59 Trustee's message

60 Crossword

64 Last look

➔ ON THE COVER

Switching the train of thought.
(Illustration by Guy Billout)



LEFT Candidates for the ShelterBox Response Team work through a training exercise in which they assemble a ShelterKit. (Photography by Alyce Henson/Rotary International)



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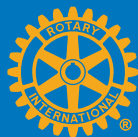


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The
Rotary
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Carter coverage

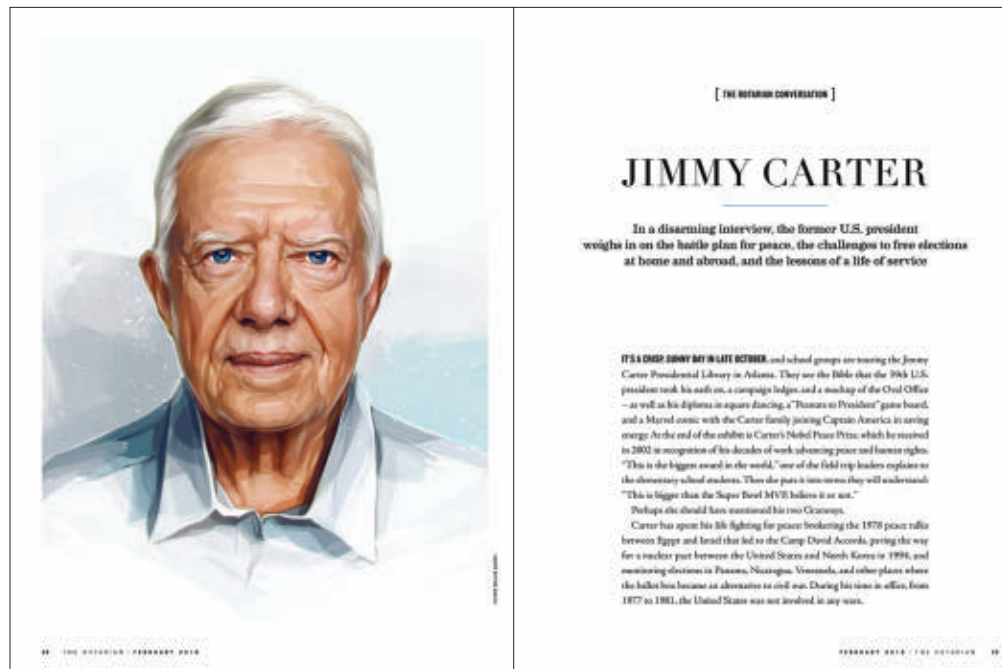
Jimmy Carter is an admirable man in so many respects [The Rotarian Conversation, February], but being a U.S. president who never went to war is not among them. First, because it's not really true: President Carter pursued what may have been the most aggressive covert war in U.S. history, according to since-declassified documents. And while it was secret, it was a real

and vicious war against the USSR in Afghanistan.

But is this a mark against his presidency? It has been convincingly argued that this war was a strong factor in the eventual collapse of the Iron Curtain, and this meant freedom for much of Europe after generations of oppression. War and peace are not simple ethical matters, and this is something I expect that both President Carter and our Rotary Peace Scholars rightly wrestle to understand. Those interested in further reading can consult Bruce Riedel's *What We Won: America's Secret War in Afghanistan, 1979–1989*.

Gene Lipitz
Seattle

The February issue highlighted former President Jimmy Carter's life of service.



He is a very respected humanitarian, but I must address his comments regarding his presidency. He said in the interview that “I was lucky enough to have kept our country completely at peace while in office – we never dropped any bombs or launched any missiles or fired any bullets.”

May I point out that on 4 November 1979, the Iran hostage crisis began with the seizure of the U.S. Embassy in Tehran. Fifty-two captives were held for the next 14 months. After six months of failed diplomacy, President Carter ordered a military mission to save the hostages. On 24 April 1980, the airborne hostage rescue mission ended in disaster. Eight U.S. servicemen were dead and five injured. No hostages were rescued.

No bullets were fired during his presidency, but had the Iran hostage rescue mission succeeded, they most certainly would have been.

Brenda Holly
Baker City, Oregon

I just read both articles by Diana Schoberg about former President Jimmy Carter and the Carter Center [“Waging Peace”]. I was disappointed as there was zero mention of his Christian faith or that he continues to teach Bible study at the Baptist church in Plains, Georgia, where he has been a member and leader for decades.

Jimmy Carter is a man of devout Christian faith. The impetus for the work he has done for Habitat for Humanity, peace talks, fighting disease, and helping the poor springs from his understand-

ing of Jesus’ teachings and the mission of the Christian movement. I do not understand why this bedrock aspect of his life was ignored.

Clay Shook
St. George, South Carolina

I have always loved *The Rotarian* and especially admired the work of John Rezek and his talented staff in elevating its appearance and contents to be a much better publication than when I was editor from 1974 to 2000. As I look at *The Rotarian* since my retirement, I have to admit that I am a little jealous of the magazine’s new look. I have often thought: “Why didn’t I do that?” And I have never found any fault in any aspect.

Until now. In the February issue, Diana Schoberg conducts a first-class interview

with Jimmy Carter, the longest-serving, and clearly the best, past U.S. president ever. The photos with the article are colorful and well-chosen.

But then I look back with editorial horror at the front cover. There's a dead-looking Jimmy Carter. His eyes are downcast and really not seen at all. He looks sad, depressed, and defeated. That is not the Jimmy Carter I honor and revere.

I once met President Carter at a Little League baseball game in Evanston where his granddaughter was playing, and he was smiling every moment. Look at the photos chosen for the article. I think he is smiling broadly, eyes wide open, in every single one.

I think you owe President Carter – and your many faithful readers, including me – an apology and a photo you wish you had picked instead of that dreadful death-mask cover.

Willmon L. White
Evanston, Illinois

Speaking as one for whom Rotary membership growth and retention are a prime focus, I beg *The Rotarian* to cease undermining those efforts by so prominently featuring political figures of any and all parties. Jimmy Carter, despite his good intentions, remains for many a polarizing political figure. The article would have been on more solid ground had it focused only on his humanitarian efforts, but by

lauding his presidential record it clearly crossed the line and gave what many would consider an endorsement of his presidency and political views.

Despite his sincere efforts at peace and reconciliation, many would point out that his failure to support U.S. allies, his mishandling of the relationship with Iran and the ensuing hostage crisis, and his naive surprise and inept response to the Russian invasion of Afghanistan were just a few of the missteps that paved the way for many of the conflicts confronting our world today.

Some members and prospective members do not share this article's fond recollections of the Carter administration and may conclude that Rotary is aligning itself with certain political interests. I urge *The Rotarian* to be ever vigilant in guarding against even the appearance of such alignment. There are a great many interesting humanitarians to feature who do not carry the heavy political baggage that accompanies Jimmy Carter (or any prominent political figure). I urge *The Rotarian* to focus on them.

Christopher Skorina
Laguna Niguel, California

Visionary project

I read about Rotary's new partnership with the International Agency for the Prevention of Blindness in the December issue. When I

was in the Army during the Korean War, I saw many young men and women with a condition called strabismus: crossed eyes (one eye turns inward) or wall eyes (one eye turns outward). Many of these patients also had very poor vision in the misaligned eye due to disuse. I operated on many of them to align their eyes, but I could not restore sight in their blind eye. If their eye defects had been discovered in childhood, their blindness could have been prevented.

In the early days of my medical practice, I concentrated on discovering and treating strabismus in young children to prevent blindness. Vision develops up to age seven. Whatever sight a child has by that age is the sight he has the rest of his life. When a child is cross- or wall-eyed, the unused eye develops poor vision that cannot be corrected with glasses, eyedrops, or surgery.

But if the condition is detected early, vision can be restored in the blind eye. Surgery that straightens the eyes anatomically is followed by orthoptic exercises to stimulate depth perception or stereoscopic vision. Then the child is set for life with two straight eyes.

In 1995 my family established the Abrahamson Pediatric Eye Institute at the Cincinnati Children's Hospital Medical Center, one of the three leading pediatric eye centers in the country. At the same time, we joined with my Rotary club, the Rotary Club of Cincinnati, to help establish a vision screening program.

We taught Rotarians to do simple vision screening techniques. Testing takes three to five minutes and is fun to do with children, who are rewarded with sunglasses for their cooperation. Of the first 10,000 children screened, almost 27 percent failed the screening test – that's 1 out of 4.

Today, 600 Rotary clubs are using our vision screening program. We could make a big contribution to society if we could identify the many children with correctable eye problems and correct those problems before the children reach seven years of age.

Ira A. Abrahamson
Cincinnati

The editors welcome comments on items published in the magazine but reserve the right to edit for style and length. Published letters do not necessarily reflect the views of the editors or Rotary International leadership, nor do the editors take responsibility for errors of fact that may be expressed by the writers.

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SERVICE ABOVE SELF



The Object of Rotary

THE OBJECT of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

FIRST The development of acquaintance as an opportunity for service;

SECOND High ethical standards in business and professions, the recognition of the worthiness of all useful occupations, and the dignifying of each Rotarian's occupation as an opportunity to serve society;

THIRD The application of the ideal of service in each Rotarian's personal, business, and community life;

FOURTH The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service

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?

Rotarian Code of Conduct

The following code of conduct has been adopted for the use of Rotarians:

AS A ROTARIAN, I will

- 1) Act with integrity and high ethical standards in my personal and professional life
- 2) Deal fairly with others and treat them and their occupations with respect
- 3) Use my professional skills through Rotary to: mentor young people, help those with special needs, and improve people's quality of life in my community and in the world
- 4) Avoid behavior that reflects adversely on Rotary or other Rotarians

editor's note

Our cover asks: Can you change your mind? Can we overcome a hard-wired point of view when confronted with a thoughtfully argued opposing line of reasoning? Are we as open to receiving new perspectives in a neutral fashion as we believe we are? Is the purpose of centuries of liberal arts education – acquiring a broad range of knowledge so as to encounter life with equanimity – something we put aside when we get older and start to understand the way the world really works? And can our experiences – seeing the effects of poverty or disease up close, for instance – fundamentally influence our views and actions?



This is a matter of the relationship of the head and the heart. Frequent contributor Joe Queenan ponders these questions in his piece “Neuro-Logic.” Readers might remember that Queenan often looks at the world through jaundiced eyes: His weekend column for the *Wall Street Journal* is one of the most celebrated examples of satire in publishing. Bypassing logic and reasonableness, satire operates by poking fun or unleashing subtle ridicule. In this story, however, Queenan turns his considerable candlepower both inward and outward. Can he change his mind about, say, acupuncture? Does excruciating back pain cancel out cultural bias?

Among the experts he consults is his daughter, Bridget. We've been hearing about her since before she attended Harvard and Georgetown and became Dr. Queenan, neuroscientist.

As she has done for many years, she sets her father straight. I won't spoil the conclusions he reached; please read the story. And see if what you read changes your own mind.

Elsewhere in this issue, we were invited to see what goes on when one goes through the final training as a volunteer responder for ShelterBox, Rotary's partner in disaster relief. See what happens when the leaders announce, “This is your final exam.” This month's Rotarian Conversation is with Jim Marggraff, a serial inventor (LeapPad, Eyefluence, Livescribe) who, after years of explaining his inventions to Rotary clubs, joined one in 2011. Finally, did you ever imagine what it's like to be a Rotarian in Las Vegas? Kevin Cook spends time in the desert and comes back with a flashy account called “Bright Lights, Big Heart.”

While you are reading these stories, take note of this issue. Maybe we can't change your mind, but we can change the way the magazine looks. Wait till you see what we have in store for June.

A handwritten signature in black ink, appearing to read "John Rezek".

JOHN REZEK

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Let's tell the world we are
PEOPLE of ACTION

The new Rotary public image campaign is now available. Bring your club's story to life and help the world understand who we are: leaders who work together to connect, inspire, and transform our communities.

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up front



STARBOARD & PORT

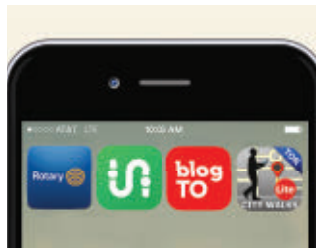
Constructive action

FADIL BAYYARI

Rotary Club of Springdale, Arkansas

More than four decades ago, Fadil Bayyari left the West Bank in search of a better life. He was 19 when he arrived in Chicago with \$350 in his pocket. Today he's a successful builder and real estate developer in Fayetteville, Arkansas, a father and grandfather, and a Rotarian. A Fayetteville park and elementary school are named for him – Bayyari donated the land for each – and he and his family recently gave \$1 million toward the construction of Arkansas Children's Northwest hospital in Springdale. But Bayyari, who is Muslim, is also known for reaching out across faiths. He helped the local Jewish community build a synagogue, Temple Shalom of Northwest Arkansas. "Ralph Nesson is a friend from Rotary. Their small community was having trouble finding a home for their new synagogue," Bayyari says. "I told him that I wanted to help them build it" – which he did at no charge. The synagogue opened in 2009. Bayyari has also donated his services to several Baptist churches. "I respect other people's religions and way of life, and this is one way to show it," he says. "Northwest Arkansas has given me the opportunity to grow and invest my time and talent, and I can never forget that," he says. "My utmost gratefulness propels me to give back to this community."

— ANNE STEIN



CONVENTION

Whet your app-etite

Going to Toronto for the Rotary International Convention, 23-27 June? Download some useful free apps to help you get the most out of both the convention and the city itself. Here are a few apps to get you started.

Rotary Events is essential for navigating the convention. With it, you can plan your daily schedule, learn about featured speakers, and download session handouts. It can also help you connect with other Rotarians, share photos, rate sessions, and send feedback to convention organizers. The app will be available for download on 18 May; find it in your app store by searching for "Rotary Events."

The Transit App helps users find their way around cities in 11 countries, including Canada. The app opens to the closest transit stops for buses, subways, and streetcars. Enter a destination address, and the app will provide the most direct transit route.

A Toronto-specific app called BlogTO will help you find the city's best restaurants, bars, and attractions, as well as events you might be interested in attending.

Toronto Maps and Walks takes you through self-guided walks that include world-famous attractions as well as some lesser-known sights.

— RANDI DRUZIN

To register, go to riconvention.org.



DISPATCHES

Relief for first responders

It's hard to say exactly when firefighter Dionisio Mitchell started experiencing symptoms of post-traumatic stress disorder – the anger, the impulsivity, the lashing out. Maybe it was after the on-the-job vehicle rollover that could have taken his life. Or after he responded to a call and saw a two-year-old boy die after being hit by a car.

Regardless, "it all came to a point of, 'I need to talk about it,'" says Mitchell, who has served in the Kern County Fire Department in California for 14 years.

He found help at the Rotary House Retreat, a short-term intensive program for first responders dealing with PTSD. Supported and organized by the six Rotary clubs of Bakersfield, with crucial early support from District 5240, the twice-yearly program gives firefighters, police officers, paramedics, and other first responders the opportunity to learn and practice healthy ways of coping with the constant stresses of their jobs.

Over six days, trained mental health professionals, peers, and volunteer chaplains work with six first-responder guests on common issues such as substance abuse, anger management, anxiety, depression, and sleep problems. The program is held at a secluded ranch in Kern County. Each guest is asked to pay at least \$500 of the \$3,000 cost; the Rotary clubs of Bakersfield provide scholarships to cover the rest, with aid from other Rotarians, nonprofits, churches, and employee associations such as police unions.

"Our focus is on early intervention and even prevention, so people don't ever get to that point of losing their career or losing their marriage or even thinking about suicide," says project chair John Pryor, a member of the Rotary Club of Bakersfield West who lost his son, a police sergeant, who had PTSD, 11 years ago.

Mitchell, who went through the program in 2016, credits it with helping him manage his emotions, improve his relationships, and understand the importance of self-care. "It feels good when you have people supporting you, when you have people in your corner," he says. —ANNE FORD

37

Percentage of first responders who acknowledge contemplating suicide



8 million

Estimated number of U.S. adults who experience PTSD in a given year



80

Percentage of all U.S. suicides who are male



THE TALENT AROUND THE TABLE

When a heart stops, every second counts

When Alan Rich woke up in the hospital six years ago, the last thing he remembered was standing on the tennis court: “I was about to serve and said, ‘OK, here comes an ace!’” Rich had collapsed from sudden cardiac arrest. The tennis court was equipped with an automated external defibrillator, or AED, which two doctors playing on an adjacent court used to shock his heart. Rich is one of the lucky ones. Of the more than 350,000 people per year who experience sudden cardiac arrest outside a hospital in the United States, more than 90 percent die; for many of those who survive, the difference is an AED. Rich, who has made a full recovery, and his Rotary Club of Lakeland, Florida, now work to supply AEDs to first responders.

THE ROTARIAN: Did you have any warning signs of sudden cardiac arrest before it happened to you?

RICH: I never had any symptoms. I just crashed to the clay, and my buddy realized something was terribly wrong. Luckily, in the next court over, there were two doctors – one was an anesthesiologist I knew. Three shocks, and my heart started beating again.

For all cardiac arrest, the survival rate is only around 6 percent for those attacks that occur outside a hospital. If an AED delivers a shock within the first three to five minutes after a person’s heart stops, the odds of survival are 60 to 70 percent.

TR: What was your recovery like?

RICH: I was in a coma for three weeks. The doctors told my

wife she needed to think about letting me go. She said, “No, no, no – keep trying.” The fourth time they took me off the respirator, I woke up. I recovered after that, but I had to relearn how to walk and talk. That was six years ago. I wake up every day feeling grateful.

TR: What made you decide to work with your club on this project?

RICH: I started thinking about it in recovery. My tennis buddy, Mark Hollis, was a district governor and the president of our club. Mark would come visit, and I said maybe the Rotary club could do something about this. I had learned that most communities do not have AEDs in police cars. These first-responder vehicles often get to the scene before medics do. Every minute that ticks by means roughly 10 percent brain loss, so after 10 minutes, you have basically no chance of surviving.

TR: How did your club help?

RICH: We dedicated the proceeds from our yearly jazz festival fundraiser to buy AEDs for the entire Lakeland Police Department. We raised \$130,000 that we gave to the police, and they bought 131 AEDs for their police vehicles.

TR: What do you hope other Rotarians learn from your experience?

RICH: This is not like a heart attack, when a blood vessel is plugged but the heart continues to beat. With sudden cardiac arrest, it’s a different matter. There could be an underlying issue; any type of asphyxia, like carbon monoxide poisoning, can also cause it. Several thousand kids have sudden cardiac arrest each year and die. Some have an arrhythmia, and the cardiac arrest is triggered by sports. Rotarians could help prevent some of these deaths by contacting their local police departments to see if they have AEDs in their patrol cars. If they don’t, provide them. It could save a life.

– VANESSA GLAVINSKAS

World Roundup

Rotary projects around the globe

1] CANADA


On 6 December 1917, a munitions ship collided with another vessel in the harbor of Halifax, Nova Scotia. Within minutes, 3,000 tons of explosives ignited and triggered a conflagration that killed nearly 2,000 people, many of whom had gathered on the shore or were watching from building windows. Another 9,000 were injured. For decades, Nova Scotia has thanked Boston – which provided much assistance in the aftermath – with a gift of an official Christmas tree.

That spirit of neighborly concern inspired Haligonians from six Rotary clubs – Dartmouth, Dartmouth East, Halifax, Halifax Northwest, Halifax Harbourside, and Sackville and Area – to burnish ties with Massachusetts Rotarians in District 7930. In 2016 a 13-member delegation visited Boston. “We went to the tree lighting and invited Boston-

area Rotarians” to Halifax to observe the centennial of the disaster and discuss joint projects, says Ron Zwaagstra, a team member and a past president of the Sackville and Area club.

In December the Canadians hosted eight Boston-area Rotarians. “We hope to continue to visit back and forth, and work on projects in both cities,” says Zwaagstra. “If you know the person, you’re more likely to want to work with them.”

by BRAD WEBBER



The 1917 Halifax disaster was the largest human-caused explosion until the atomic bomb in 1945.

2] ROMANIA



Members of the Rotary Club of Bucharest-Triumph posed in elaborate headgear and face paint for a calendar to raise money for autism treatment. Cosmin Gogu, a well-known Romanian photographer and graphic artist, donated his services. Sales of the 2018 “Making a Difference Against Autism” calendars benefit Horia Motoi, an organization that works to integrate autistic children into society by focusing on their abilities. The funds will help three therapists complete a 21-month certification program in Bucharest through U.S.-based Clemson University. “Well-intentioned parents and doctors working with autistic children use unproven and counterproductive treatments,” says Stelian Damov, club president. “This is precisely the lack of professional training that we endeavor to solve.”

Up to 2% of the world's population has some form of autism spectrum disorder.

3] INDONESIA



Every year, as many as 300,000 Indonesian babies are born with thalassemias, which are common inherited blood disorders that lead to too few red blood cells that carry oxygen. In many cases, individuals are unaware they carry the gene and risk transmitting thalassemia to their offspring. The Rotary Club of Bali Denpasar and its Rotaract and Interact clubs, working with their district, 3420, offers medical screenings and educational programs to raise awareness among high school and college students of their carrier status. “This is a big effort to educate young people to check before they are married,” says Ayu Suryaningsih, a club member.

5] EGYPT



Interactors sponsored by the Rotary Club of Alexandria Cosmopolitan collected more than 750 blankets from students at local schools, far exceeding their goal of 500. On 18 November the Interactors, in assembly-line fashion, loaded the blankets into four vans and a truck for delivery to the needy in the city's Smouha neighborhood. “To excite the elementary children about the blanket drive, we planned our deadline to coincide with our school's pajama day,” says Noura Zekry, the Interact club president. “We also made the drive a sort of competition between the classes.”

4] JAMAICA



On 13 January, the Rotaract Club of New Kingston led a team that included local police and government agencies to provide more than 150 homeless individuals with free lunches, dental cleanings, vision exams, medical checkups, clothing, personal care products, and hair grooming. The club, assisted by Interactors, took advantage of a network of professional friends to ensure the day's success, notes club member Jhenelle Black, a dentist. The club's project lead, Dr. Kimberley Sommerville, oversaw health screenings. Sponsorships and donated goods and services kept the club's event budget to about \$650.



Tennessee Rotarians fight fire with logistics

On 28 November 2016, high winds blew through the drought-stricken area around Gatlinburg, Tennessee, whipping a few isolated wildfires in Great Smoky Mountains National Park into a massive natural disaster.

“The whole horizon was aglow,” says Roy Helton, a member of the Rotary Club of Pigeon Forge. “My wife and I were taking turns getting up, checking to make sure the fire wasn’t getting close to our home. We have roughly 100,000 people in Sevier County, and I don’t think any of us slept very well that night.”

The Heltons were lucky, but many others weren’t. The fire raced through the towns around Gatlinburg, destroying more than 2,400 structures. It spread over 17,000 acres so quickly that 14 people were trapped and killed, while others had to flee their homes. Around 14,000 people were evacuated from the area and not allowed to return for a week. Many lost everything, including their jobs. Gatlinburg, which sits on the edge of the national park, is a major tourist destination with millions of visitors each year, but in the aftermath of the

fires, many stayed away.

“This wasn’t a regular forest fire,” says Jerry Wear, also a member of the Pigeon Forge club. “It was a firestorm.” Most fires, he notes, leave debris such as charred stoves and cars. But the Gatlinburg fire “was so intense, they melted.”

The following day, Helton, Wear, and other members of the five local Rotary clubs began emailing one another. A makeshift distribution center had been set up in Pigeon Forge, but it was not well-organized.

“I called it beautiful chaos,” says Helton. “But it was chaos.”

A few days after the fire,

the Rotarians met with city officials. “I opened the meeting,” says Fred Heitman, then governor of District 6780, “and I said, ‘I’m sorry that all this happened. We’re Rotary. What can we do?’”

Helton had been working at the center. “They asked me a bunch of questions, and I kept saying, ‘You know, I really think Rotary would do a great job of managing this.’ And after an hour’s worth of discussion, everyone in the room said, ‘Yes, they would.’”

Helton and Wear took over running the center, with Helton organizing the inside and

Wear managing logistics. Every morning, Wear would email a list of needs to Heitman. Heitman would send the list on to 200 local Rotarians and to other district governors; each email eventually reached tens of thousands of people. The response was overwhelming: Whatever the center needed showed up the next day, in boxes from Amazon, in shipping containers, in people's cars. Volunteers traveled to the center from across the country.

"For the first six weeks, we averaged about 35 Rotarians a day," says Helton. "One day we had four past district governors, plus the current district governor, working in the center." All told, 24,000 people volunteered, many of them Rotarians, some of whom had lost their own homes and jobs.

The first day, a man limped in on burned feet, wearing bath slippers and the only clothes he could grab as he fled his house. He was one of up to 3,400 people a day who came for help in the first weeks. Because some victims were in shock and didn't know what they needed, everyone who came in was paired with a volunteer. The center set up a pharmacy, worked with the Lions Club to procure new glasses for people who had lost theirs, and eventually collected some \$4.1 million in mostly donated inventory.

Another thing that fire survivors needed, Wear says, was counseling. "We had children who'd been waking up at night crying because they were afraid the house was on fire and they were going to die. So we gave a \$35,000 grant to our



OPPOSITE: The first fires were spotted on 23 November, but almost all of the damage occurred on the 28th, when high winds carried the blaze through some 17,000 acres. THIS PAGE, CLOCKWISE FROM TOP LEFT: Roy Helton is still active in relief efforts over a year and a half later; the Pigeon Forge distribution center offered all kinds of essential services; with so many donations coming in, organization was essential to making the distribution center run smoothly.

mental health organization."

Helton and Wear organized the center's inventory into categories: groceries, women's clothes, men's clothes, kids' clothes. Shoes were sorted by size. Officials from the Federal Emergency Management Agency and the Tennessee Emergency Management Agency were impressed. "They marveled at our setup," Heitman says. "They said, 'What logistics company did you get to do this for you? Someone with a logistics background obviously did this.' And Jerry

said, 'No, it was me.' And they said, 'What's your background?' And he said, 'I'm a schoolteacher.'"

Says Helton, "People from both FEMA and TEMA told us it was the best-run disaster relief center they had ever seen."

After 2½ months, it was time to close the center. Helton and Wear spent two weeks redistributing the remaining goods and began working on long-term recovery with a newly organized nonprofit called the Mountain Tough Recovery Team.

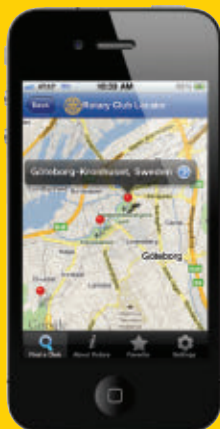
"Rotarians have the right attitude," says Wear. "They are willing to put their hands and back into it. That gave people a much better feeling about the situation, because there were people here who cared and really worked hard to make life better for people who'd lost everything."

—FRANK BURES

To support ongoing relief efforts, go to
mountaintoughtough.org/donate-money/.

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up front

IN BRIEF

News, studies, and recent research



Community singing workshops have been extremely effective at promoting social skills and feelings of well-being. People who have had contact with mental health care providers in Norfolk, England, are encouraged to participate in the Sing Your Heart Out project. Gatherings take place four times a week across the city. Anyone can join, and there are no performances. And there's no pressure to discuss mental health, say Norwich Medical School researchers. The combination of singing and socializing provides structure and mood-elevating support, according to findings published in *Medical Humanities*.

Foreign-owned companies employ nearly 7 million U.S. workers, a number that rose 22 percent from 2007 to 2015, according to the U.S. Bureau of Economic Analysis. The Pew Research Center reports that British companies employ the most U.S. workers (around 1.1 million), followed by majority-owned Japanese, French, German, and Canadian enterprises. Employees are in all 50 states, and the foreign contribution to U.S. gross domestic product is \$895 billion, or 6.4 percent of total GDP contributed by U.S.-based private industry.

Broadband technology in Africa has brought job growth and other economic gains, often for less-educated workers who receive on-the-job training. Since 2009, a web of undersea cables surrounding the continent has expanded, resulting in faster internet connections, according to two economists from Harvard and Columbia universities. In areas covered by improved inland networks, the digital boom has resulted in rising employment, with more startups, international sales, and production for local companies.

Health care expenses have forced nearly 100 million people globally into extreme poverty, according to a World Bank and World Health Organization report. *Tracking Universal Health Coverage: 2017 Global Monitoring Report* also finds that 800 million people spend at least 10 percent of household income on health expenses. Nearly half of the world's population lacks access to essential health services, and though immunization, family planning, and HIV treatment are more accessible, they aren't always affordable.

—ANNE STEIN

ZULEMA WILLIAMS

CLUB INNOVATION

Rotary Club of Invercargill NRG, New Zealand

Charter date: **7 April 2016**

Original membership: **20**

Current membership: **28**



SERVICE WITH A SMILE:

The Rotary Club of Invercargill NRG – the abbreviation stands for Next Rotary Generation – relishes its reputation as a projects-focused, hands-on team. A diverse group with members from all over the world – most of them women – the club has restored playgrounds, helped build a house that will be auctioned for charity, and distributed comic books to promote literacy. It has also adjusted some rules to make membership more feasible for younger people.

When Leon Hartnett, originally from Ireland, moved to Invercargill, New Zealand, he started looking into local service organizations. “I wanted to find something I could do to connect – and to help people.” When a colleague invited him to a Rotary meeting, Hartnett addressed practical concerns upfront. “I asked, ‘How does this work and how much does it cost?’” he recalls. “I had a young family and we had bought our first house. It sounded like a great organization, but I could not afford to be a member.”

Shortly afterward, in May 2015, District 9980 brought Holly Ransom, an Australian who as a 22-year-old had been one of

Rotary’s youngest-ever club presidents, to speak at a local community center. Hartnett left that talk inspired – and convinced that Rotary was devoted to new approaches to finding members. He was not mistaken. With the support of the district, he and a small group started doing projects, and soon they had enough people to charter a club. To make the



From top: Members support polio eradication; the club helps with a Monopoly-themed fundraiser for a local charity.

Meeting flexibility attracts young professionals

INNOVATION:

Flexible attendance requirements and lower costs – members bring snacks to meetings to reduce meal expenses – attract service-oriented people, many of whom say they might not otherwise have joined Rotary. The twice-monthly meetings are not mandatory, but participation in projects is.

club attractive to younger members, they looked at the costs associated with membership. “We decided no meals. Too expensive. We’ll have nibbles,” he recalls. He estimates that each member saves about NZ\$700 a year on restaurant meals.

With an emphasis on service projects, the club made attendance at meetings optional. “But you are required to be active in the club through service,” Hartnett says. “Some of our club’s most involved members rarely attend meetings, but they are always the first to share ideas, give feedback, and then do the actual work. We do still have a good turnout at meetings, with an average of about 70 percent of members attending.”

These changes have attracted younger people. “When our club chartered, we had the youngest average age in Australasia – 28,” says Hartnett. The members now range from 21 to their mid-50s (Hartnett is 43).

The club often works with other local clubs. “We did a glow-in-the-dark golf event with the Rotary Club of Invercargill South. Their average age is 20 years older than us,” Hartnett says. “They brought logistical skills that we didn’t have, but we had some ways of doing things they hadn’t thought about. They thought we needed to create a website for the tournament. We said, ‘No, we can use Google Docs for people to sign up. Let’s not spend money on a website.’”

Despite the club’s novel approach, Hartnett says, “as time goes by, we tend to evolve into a more traditional Rotary club. At first we said, ‘Let’s not have a board.’ Now we have a board.” Some things they simply needed to discover for themselves.

“We are Rotarians in every sense of the word. We’re just doing it our own way.”

—BRAD WEBBER

What is your club doing to reinvent itself?
Email club.innovations@rotary.org.

WHERE IN THE WORLD

Applecross, Australia

The Rotary Club of Applecross, Australia, was in the middle of its annual planting day, putting in sedges along the Swan River to prevent erosion, when **KATE ZAPPA** spotted fellow Rotarian Gabriela Pasqualon working alongside some Waylen Bay Sea Scouts. “When I came upon Gabi and the Sea Scouts with the Perth city skyline in the background, I couldn’t resist snapping a few photos,” Zappa says. The club and the Sea Scouts support each other: “They help us with our Rotary Jacaranda Festival, which attracts around 10,000 people each year, and they are a beneficiary of our club’s fundraising efforts.”





May

5th READY FOR RACE DAY

EVENT: Columbus Rotary Derby Day Soirée

HOST: Rotary Club of Columbus, Ohio

WHAT IT BENEFITS: The Columbus Rotary Foundation, which funds local and international projects

WHAT IT IS: The club celebrates the 144th Kentucky Derby at Churchill Downs with a fundraising soirée. Attendees will enjoy appetizers including classic Kentucky “Hot Browns,” along with mint juleps and other cocktails. The race will be shown live so guests can cheer on their horses.

6th PEDAL AMONG THE PALMS

EVENT: Cycle Flagler Ride for Rotary

HOST: Rotary Club of Flagler Beach, Florida

WHAT IT BENEFITS: Local charities

WHAT IT IS: Whether you’re up for biking 24, 40, 66, or 100 miles, there’s a route for you. The Cycle Flagler Ride also offers a 16-mile option along a quiet nature trail. So inflate those tires, grab your helmet, and sign up to join the fun!



12th - 13th THE ART MARKET

EVENT: Rotary Art Show

HOST: Rotary Club of Studio City-Sherman Oaks, California

WHAT IT BENEFITS: Local charities

WHAT IT IS: This show, held every Mother’s Day weekend since 1970, features original work by painters, jewelry-makers, photographers, woodworkers, textile artists, printmakers, sculptors, and other artists. When you need a snack break, stop by the food booth run by a Boy Scout troop supported by the Rotary club.

20th RAMBLE ON

EVENT: Nidderdale Charity Walk

HOST: Rotary Club of Harrogate, England

WHAT IT BENEFITS: Local charities

WHAT IT IS: Sometimes you simply want to go for a stroll. That’s the idea behind the Nidderdale Charity Walk, a leisurely 5-, 10-, or 20-mile jaunt. Can’t slow down? There are running options for you.

27th I NEED A HERO

EVENT: Rotary Classic Superhero Run

HOSTS: Rotary clubs of Cambridge (Preston-Hespeler), Cambridge Sunrise, and Cambridge North, Ontario

WHAT IT BENEFITS: KidsAbility

WHAT IT IS: Don a Superman or Wonder Woman costume and go for a 2.5K or 5K run, or for a 1K fun run/walk, to support KidsAbility, which empowers children with special needs. Bring your kids and enjoy lunch, a bounce house, and face painting.

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Curve your enthusiasm

The joy of steering your interests toward something completely different

by JAMES PETERSEN

‘When was the last time you did something for the first time? When was the first time you did something for the last time?” Those questions are tacked to the wall of my office. I have, at certain times in my life, received odd bits of wisdom; they all end up on the wall. A cartoon acquired at my first job depicts a sign on a muddy road warning: “Choose your rut carefully. You’ll be in it for the next 18 miles.” My editor had given it to me. When I would complain about a certain task, he would say: “How you deal with boredom may be the most defining of character traits.”

That became one of my core principles: One should always be on a learning curve. It helped that my job demanded discovery. As a writer, I explored new topics every month. The rut I chose lasted 40 years.

And then it disappeared.

I thought I was prepared. I had the notion that before you retire, you should have three passions on call, three irons in the fire, to fill the sudden abundance of time. I decided to devote more effort to photography; to reread *One Hundred Years of Solitude* and every mystery by Dashiell Hammett and Raymond Chandler; and to



learn the guitar riff or the first 10 bars of every Beatles song. (OK, maybe just the ones in the key of E.)

I soon discovered the flaw behind to-do lists. When the list is accomplished, you hit a “now what?” moment. I had simply spent more time indulging existing talents and interests. And none of those goals took me out of the house, involved other people, or kept me connected. I was no longer taking risks.

The learning curve, I realized, should lead somewhere.

A friend who took up online dating apparently mixed up his likes and dislikes in

his profile. It took him months to notice that the women he was meeting were drawing him into activities he had previously avoided – and that he was enjoying himself.

Something similar happened to me. My likes had brought me this far in life, but what did I know? I met a woman who loved jazz. Before then, I owned maybe three albums of music without words. A year later, my listening now includes Anat Cohen on clarinet, Wes Montgomery and Bobby Broom on jazz guitar, Wynton Marsalis. I sat in the balcony of Chicago’s Orchestra Hall and watched 77-year-old McCoy Tyner grab handfuls of

heaven on the piano, delivering an entire lifetime in a single evening. I discovered the American songbook, came to appreciate the phrasing, the power of a single word. Nina Simone. Billie Holiday. The continuing education changed my map of Chicago, my hometown. I discovered the Green Mill, a jazz club that had been a speakeasy in Al Capone’s era.

The learning curve should lead you out of the house.

I am not a foodie, but in the past year I have eaten at 35 restaurants that were not Cross-Rhodes, the Greek place that was



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the go-to choice for my kids for 20 years. All in the company of friends, old or new. Ted Fishman, author of *Shock of Gray*, a book on aging, pointed out that people who adopted the Mediterranean diet, hoping to live longer, were missing the point. In those cultures, breakfast, coffee, lunch, wine, and dinner all happen in the company of other people. Conversation is as important as the nature of calories consumed. Visit a café in Rome: What you notice first is that no one is talking on a phone. They are lost in face-to-face conversations.

The experts recommend learning a musical instrument but say that practicing something you already know doesn't count. I was a child of the folk scare of the '60s, so I play acoustic guitar. But I seldom ventured above the fifth fret, and I never bent a note. I belonged to the "learn three chords, play 10,000 songs" school. Suddenly my hands were attempting jazz chords (learn 10,000 chords, play three songs). My hands sometimes cramp up in a Dr. Strangelove spasm. A concerned friend asked, "What's that?" I responded, "Oh, a D augmented 9th or maybe a G13."

I have a friend who decided, out of the blue, to learn stand-up bass. He mastered the instrument, formed a jazz quartet with a killer vocalist, and now plays at clubs and galleries around Chicago.

I met a woman who, after working as an emergency room physician for decades, developed a passion for tango. She takes lessons three nights a week. She travels to tango festivals and has gone to Argentina to work with legendary dancers. She owns multiple pairs of shoes with heels cut to different heights to perfectly match her partners. And you thought golf was equipment-intensive.

A friend asked one day if I would be interested in an afternoon listening to Israeli voices, people telling stories about their experiences on a kibbutz, about attending school, about finding love on the streets of Jerusalem. Why not? One story haunted me for weeks. What was going on? I usually forget the plot of a movie by the time I validate parking.

To be on the learning curve you must be willing to be a beginner again, to wrestle with skills not entirely under your control.

I discovered that Chicago is home to a major storytelling community, one you can find in a bar or on a stage every night of the week. This, too, changed my map of the city. I have attended Moth "story slams" from the South Side to the North Shore, sat in intimate Irish pubs being moved to laughter or tears or heartache by the sound of human voices.

Find a microphone. Tell your story. This campfire has been burning for millennia. It is human connection in its purest form, the exact opposite of what often happens in social media.

On a visit to Alaska, I talked to a woman in a tiny fishing village. I asked her what she did for entertainment. "I watch the yard war. That plant over there has been trying to take over." A close friend and fellow writer, Craig Vetter, talked about the joy of watching the earth speak, pushing out words that mean carrot or blueberry or lettuce.

For most of my life I was inclined toward adrenaline sports, velocity. Then I inherited a garden. Over the past few years I have built a vocabulary and a library of reference books. I've started a calendar, photographing the arrival of bluebells, lilies, wood anemones, lobelias, bleeding hearts, astilbes. If this is July, that must be echinacea. I have seen plants change in the course of a day. I have sat in the backyard watching the fireflies rise.

I once met a college professor who upon retiring decided to learn Spanish. He had looked at the changing demographic of his home state and realized that to reach out to these new citizens, he would have to speak more than his native tongue. It was a form of greeting, of welcome, a skill that

would allow him to continue to teach and to share. I witnessed a brief exchange – we may have been gutting houses after Hurricane Katrina – that gave me a glimpse of applied knowledge.

I've known people who decided to learn Italian describe the pleasure of ordering a cappuccino on a plaza in Rome, the joy of being able to tell a laundry in Venice how they wanted their shirts done, the thrill of haggling for vegetables in a market halfway around the world. My next-door neighbor, who has spent his life learning dead languages and sorting through translations of the Old Testament, started taking French lessons from Monique, an 83-year-old neighbor, in exchange for shoveling her sidewalk in the winter. To his delight he found that following a single phrase as it tumbles through the centuries is to make the past a living creature.

To be on the learning curve you must be willing to be a beginner again, to wrestle with skills not entirely under your control. As we age, this will prove helpful.

In 1990, Mihaly Csikszentmihalyi pioneered the psychology of optimal experience, studying the mental state of people focused on doing one thing well – rock climbers, surgeons, dancers, musicians. He found that facing a challenge ignited the brain. In his book *Flow*, he noted that most of life is made up of everyday activities – dressing, shaving, bathing, eating – that require almost no concentration. You can fly on autopilot or indulge in guilty pleasures – binge-watching entire seasons of *Downton Abbey*, *Dexter*, or *Breaking Bad*, completing the *New York Times* crossword puzzle in record time. But to attain flow – a state of full engagement, focus, and enjoyment – you have to tackle challenges that are just beyond your abilities, that are new.

Concentration – undivided attention – is a powerful human force and a source of joy and fulfillment. Use it. ■

James Petersen is a freelance writer, full-time storyteller, gardener, guitarist, motorcyclist, and now a grandfather.



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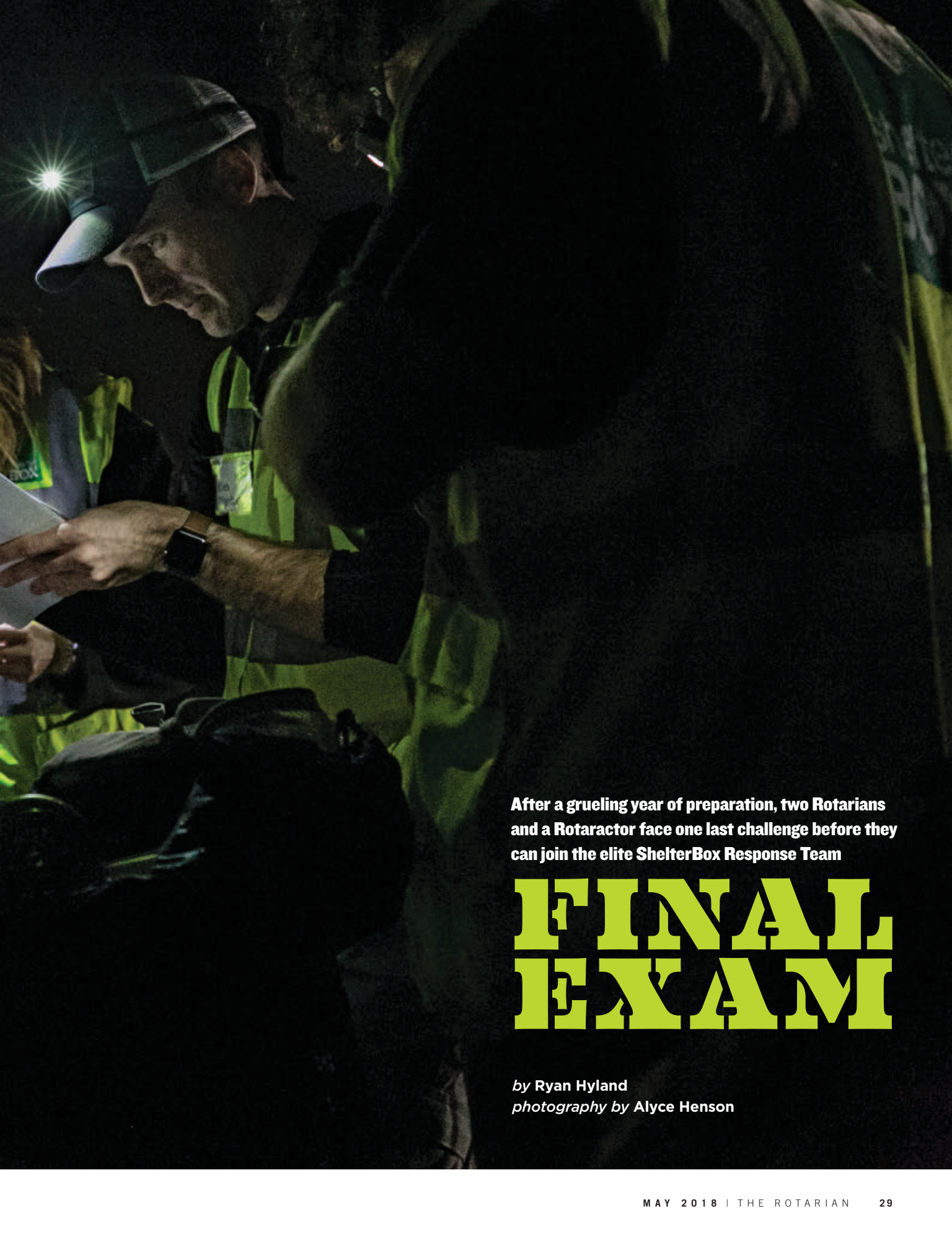
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PEOPLE of ACTION





After a grueling year of preparation, two Rotarians and a Rotaractor face one last challenge before they can join the elite ShelterBox Response Team

FINAL EXAM

by Ryan Hyland

photography by Alyce Henson



IN THE SUMMER OF 2016,

Wes Clanton was looking for something to do. Which, if you knew him – and knew his crowded schedule – might have come as a surprise. An officer in the merchant marine, Clanton was already spending six months a year – 60 days on and 60 days off – crisscrossing the Pacific Ocean on a cargo ship. He was also in graduate school, working toward an advanced degree in marine transportation management – “basically,” he says, “like an MBA for boat driving.”

But an important aspect of Clanton’s life was missing. When he was a child, his parents had, as he puts it, “done mission trips,” and they had instilled in him the same passion to give back to his community, be it locally or on a global scale. That’s one of the reasons he joined Rotary. “What appealed to me was the service aspect,” he explains. “I was looking to do something that was greater than myself.” (At the time, Clanton was a

member of the Rotary E-Club of District 5010, Alaska-Yukon; he has since transitioned into the Rotary Club of Nashville, Tennessee.)

Nonetheless, he wanted to do more. “I was looking for an opportunity to volunteer, for a larger project that I could work on,” he recalls. That’s when a friend told Clanton about ShelterBox.

Founded by a Rotarian in the United Kingdom in 2000, ShelterBox responds to natural and manmade disasters, providing temporary shelter and other essential nonfood aid to displaced people around the world. In 2004, after a tsunami left more than 200,000 dead in a dozen Asian countries, ShelterBox was there. As it was after the 2010 earthquake in Haiti and after Typhoon Haiyan devastated the Philippines three years later. More recently, ShelterBox assisted survivors of hurricanes in the Caribbean, displaced families in Bangladesh and

Syria, and war-ravaged communities in Iraq.

Not knowing what to expect, Clanton, now 33, decided to try to join the exclusive ShelterBox Response Team (SRT), which annually expects two three-week deployments from each of its 163 rigorously trained volunteers, about 20 percent of whom are Rotarians. “From the first time I heard about it, it seemed like a great fit with my work schedule and my interests,” Clanton says. “I knew this was something I could do long term and utilize my time off.”

The demanding yearlong process of finding a spot with the SRT began in December 2016 when, after an online test, a lengthy application form showed

Previous pages: With Wes Clanton (right) as team leader, ShelterBox trainees plan their disaster response. Above: Ned Morris (center) and his teammates assemble ShelterKit materials during a training exercise. Right: Katelyn Winkworth and Clanton react to the latest scenario.





up in Clanton's email. "I thought, 'This is absolutely insane,'" he recalls. "The demands of the application were mind-blowing. I'm all about volunteering and spending a lot of time doing it, but I didn't know if this was it."

But for Clanton, the challenge turned out to be part of the allure. He completed the application and, in the ensuing months, took the steps that would lead him closer to becoming a ShelterBox responder. "There's a decent amount of work that has to be done," he says. "Turning things in and lots of reading and watching videos and things like that. In combination with my job and grad school, getting all that stuff done was kind of overwhelming."

About 350 candidates began the process along with Clanton. Eleven months later, ShelterBox invited only 20 of them to Cornwall, England, where a no-nonsense trainer announced, "This is your final exam." One of those 20 was Wes Clanton.

EXTENDING INTO THE ENGLISH CHANNEL, Cornwall's Lizard Peninsula is England's southernmost point. "The Lizard is a wonderful area to run training for ShelterBox," says Colin Jones, a slender man with tattoo-covered arms who serves as lead trainer. "It's quite bleak, there's not a lot around, and it often rains, which makes people miserable. So that's really useful."

During the training, the final candidates spend days in the classroom learning skills that may prove invaluable during their deployments. Divided into teams, they also crisscross Cornwall and deal with different disaster scenarios that simulate situations they might encounter. "We pick a range of elements that will get them mentally and physically prepared to undertake that first deployment," says Jones, who is assisted by three other trainers.

"We're here to throw them as many curves as possible," adds Bruce Heller, a member of the Rotary Club of Allen Sunrise, Texas. A veteran of 10 ShelterBox deployments, Heller is one of nine "shadows" here in Cornwall to monitor and mentor the trainees.

Liz Odell is another shadow. A member of the Rotary Club of Nailsworth, England, she has been on 18 deployments. She recalls the training regimen she endured as more physically demanding, though perhaps less effective. "It rained constantly, we were poorly fed, and we got shouted at a lot. It was very hard to learn anything under those conditions. The training now is more targeted and well-rounded."

And miserable. Don't forget miserable.

IF SOMEONE'S THROWING CURVES, Ned Morris is the guy you want standing in the batter's box. A winemaker, a wine consultant, and an avid outdoorsman, he's also something of a Boy Scout: He supplemented his yearlong ShelterBox training with a rugged 10-day wilderness program in Wyoming, and CPR and first-aid classes with the Red Cross.

A member of the Rotary Club of Walla Walla, Washington, Morris, 48, started out as a ShelterBox ambassador, traveling around the Pacific Northwest to raise awareness about, and money for, the organization. He also participated in the ShelterBox Ambassador Field Experience, a three-day event in Texas that simulates the deployment of a ShelterBox Response Team. "We went through some of the hoops that SRTs have to jump through" – such as getting stuff out of customs – "and encountered a lot of the hurdles they have to deal with, like reporters with microphones in your face. It gave us a snapshot of what it's like when they're deployed."

His appetite whetted, Morris applied to become a full-fledged ShelterBox responder,

embarking on the same yearlong process as Wes Clanton. As a final step before the Cornwall deployment, he joined Clanton and 14 other applicants for a four-day field assessment outside Toronto.

"Going in, I had no idea what to expect," says Clanton. "ShelterBox laid out very specifically what [camping gear] you needed to bring, and as long as you had those things, you were prepared."

Clanton is tight-lipped about the experience – "I can't say too many specifics about what actually happened" – but Morris is slightly more forthcoming. "It wasn't as physical as I was expecting," he reveals, while acknowledging some psychological challenges. "They gave us scenarios where there was a limited amount of aid and a lot more beneficiaries who needed it. Having to make those critical decisions of who would get it and why was heart-wrenching. That was the hardest part for me, knowing that we can't help everyone – and knowing that when I am deployed, I'm going to be part of the team that makes those decisions. And it's not going to be easy."

CLANTON'S RETICENCE IS STANDARD ShelterBox procedure. When I visited Cornwall, the organization wouldn't allow me to see all aspects of its training, such as the nightly debriefing sessions. Nor was I allowed to report on everything I did see. Keeping the lid on certain particulars of its training regimen is a key element of the program's success. Going into a deployment, ShelterBox responders have no idea what surprises they might encounter. Neither, reasons ShelterBox, should its trainees as they approach their final exam. As Clanton puts it, "You need to be you reacting in those situations."

Still, having seen the training procedures up close, and without tipping ShelterBox's hand, here is what I would tell a candidate heading to the dismal barrens of Cornwall. Expect to eat little and sleep even less.

Left: Clanton (center) and his teammates during a security-training exercise.



Expect bad breaks and worse weather. Expect disquiet piled upon dread. Expect the trainers and shadows to both teach and test. Most of all, expect the unexpected – and then expect more of the unexpected immediately on its heels.

That's part of the rigor of the final exam. It's a ShelterBox tactic – simulating what so often happens in real life – to follow up a dramatic, even dangerous situation with, say, a simulated high-pressure meeting with key representatives from the United Nations or some other humanitarian organization. No matter what they've just endured, trainees must succinctly answer detailed queries, while asking essential questions of their own. "You really have to stay focused,"

says Morris. "You can't be on autopilot. It was very taxing." Even mundane tasks can take an unexpected twist, as when a police chief agrees to provide a necessary visa only if the trainees guarantee tents to police officers who have lost their homes in a flood, a violation of ShelterBox policy.

Along the way, trainees also acquire some advanced medical skills. "We get experienced medical providers to do really visceral training in a range of scenarios we hope to never experience," says Jones. "But we know that if they do occur, our responders will be able to deal with them when they are on deployment."

Another scenario, set at a temporary shelter, prompted an unexpected emotional

response from an Australian woman whose learning curve demonstrated just how effective the ShelterBox training can be. That's a story I can tell you.

KATELYN WINKWORTH INHERITED FROM HER PARENTS

a zeal for performing good deeds. The president of the Rotaract Club of Brisbane Rivercity, the 27-year-old travels around Australia as a health promotion officer working with indigenous people. "I go into rural communities, figure out some of the big health issues, and design programs to address those issues," she says. "It can be pretty tough, but it's rewarding."



ShelterBox seemed a natural fit for Winkworth except for one problem: She lacked self-confidence. “At every stage [of the vetting process], I thought, ‘I’m not going to make it through.’ And then I’d make it through, and then I’d think, ‘Not this round.’ When I got to the first day of [the four-day assessment] training, I thought: ‘No, I should just pack up and go home. This is stupid. I’m not going to be chosen.’”

Colin Jones understands how the assessment – and the Cornwall session – can be overwhelming. “We run exercise after exercise after exercise that really pushes the candidates,” he explains. “After every exercise, we get them to debrief and offer feedback to each other, and that becomes

second nature. Those who perform well are the ones who can take that feedback and use it the next time.”

That’s what happened with Winkworth. “I’m not somebody who’s usually outspoken or opinionated or takes a lot of leadership,” she explains. “I spent the first day and a half [of the four-day assessment] wanting to contribute more but holding back. And then, on the second night, they gave me a large leadership position. It was actually then that I realized, ‘Oh, people will listen to me.’ Or, ‘I can make good choices that people will back.’ My self-doubt [receded] into the background. If I hadn’t been given that opportunity, I wouldn’t have realized that. I impressed

myself. I thought, ‘Oh, I can do this, which is really lovely.’” And that’s how she landed an invitation to Cornwall.

MIDWAY THROUGH THE COURSE,

Jones designated Winkworth as her team’s leader. “I struggled at first,” she recalls. “There’s fear, excitement, and a lot of anxiety when you’re responsible for a team and the direction it takes and the decisions that are made. We were

Left: Winkworth helps set up a tent to house some displaced people. Top: ShelterBox shadow Liz Odell (center), representing a displaced person, listens to Morris’ instructions. Bottom: Trainers watch Clanton (second from right) and his team install the inside of a tent.



Above: Headed to a crucial meeting, Morris' team negotiates the cost of a boat ride. Right: Clanton, Winkworth, and Morris: Their smiles say it all.

really tired, and I found it very difficult to communicate clearly and concisely.”

But as the days passed and previously learned lessons kicked in, the team's ability to collaborate improved. “Being able to pull together in a group quickly is something that has to be learned,” Winkworth says. “We got better at identifying the strengths and weaknesses of our group.”

She also found herself emotionally engaged when her team visited a university repurposed as a temporary shelter for 500 people. In this scenario, the space was overcrowded, bathroom facilities were inadequate, and there was little food. “It really brought home to me what it's like to be in the field, seeing distraught people who have had everything taken away from them: their families, the people they love, their homes. I got very choked up, even though it was a scenario.”

Her response reveals Winkworth's prime motivation. “The concept that everybody has dignity is important to me, as is helping them retain their dignity on the worst day of their life,” she says. “To be able to take that into a disaster and enable people to take control of their life again – that's something I admire and want to be involved in.”

AFTER 10 LONG DAYS, the training concludes. The ShelterBox candidates are exhausted, and, having subsisted over the past few days on meager rations called “rat packs,” they're hungry. The ordeal has taken a toll, and not just on the trainees. As he presents the can-

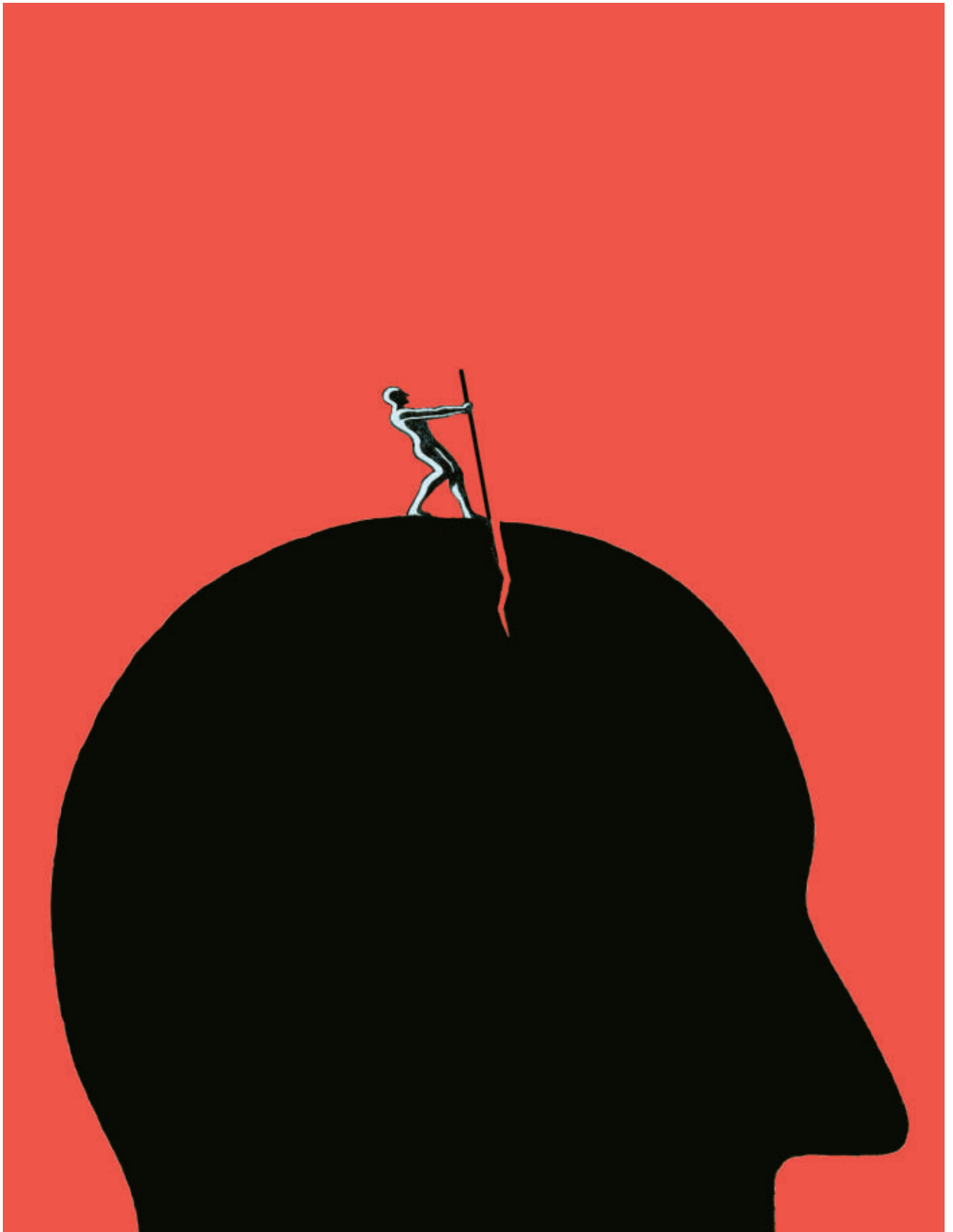
didates with their ShelterBox Response Team ID cards – because, yes, all of them have passed the final exam – Colin Jones appears to be holding back tears. His tough-guy veneer has vanished.

A few months later in Australia, Kate-lyn Winkworth awaits her first assignment. ShelterBox dispatched Wes Clanton to Madagascar in January after a cyclone that killed more than 50 people and displaced 54,000. And in late February, Ned Morris flew to the Dominican Republic and Barbuda to spend three weeks evaluating the response to hurricanes Irma and Maria. “I'm nervous and excited,” he said before departure. “More important, I'm ready.” ■

ROTARY and **SHELTERBOX** are project partners for international disaster response.

A registered charity, ShelterBox is independent of Rotary International and The Rotary Foundation. To learn about becoming part of the ShelterBox Response Team, go to shelterbox.org. To find out more about the ShelterBox and Rotary partnership, visit my.rotary.org/en/learning-reference/about-rotary/partners – and see “In Case of Emergency,” from the December 2016 issue of *The Rotarian*, at rotary.org/en/case-emergency.





NEURO-LOGIC

How your brain is keeping you from changing your mind

A few years ago, when I was suffering from severe back pain, I consulted a local chiropractor, a practitioner of a medical technique I do not actually believe in. After several predictably fruitless visits, she asked me to lie on a long, vibrating bed that would help me relax by putting my body in harmony with the vibrations of the planet.

"That won't work with me," I told her, gathering up my things. "I'm from Philadelphia."

As an alumnus of the Quaker City working class, I held on to my disdain for all things esoteric and mystical and Eastern – yoga, tai chi, transcendental meditation, chutney – for many years until my back pain got so severe that I finally broke down and saw an acupuncturist. I would never have dreamed of doing this were it not for the intervention of a friend, a man as conservative and straitlaced as they come, who handed me Dr. Lee's card, recommending him most highly.

"Wait a minute," I objected. "Guys like you don't believe in stuff like acupuncture."

"If your back hurts enough, you'll believe in anything," he replied.

The treatment worked; for me, it was a miraculous cure. I am not exaggerating by saying that acupuncture saved my life. This got me to thinking about how hard it is to

get a person to change his mind about something unless some sort of personal crisis erupts.

My list of entrenched beliefs is short but inflexible. I would never change my religion or political affiliation, even when I disagree with the church or the party, and it is impossible to get me to change my views about music. I have disliked Vivaldi – Renaissance Muzak – the Grateful Dead, and smooth jazz for more than four decades, and when a friend took me to see Kenny Chesney and Lady Antebellum, begging me to give contemporary country a fair hearing, I came out hating the genre more than when I went in – something I would not have thought possible.

I loathe beets, kale, cauliflower, clog dancing, *Middlemarch*, Civil War reenactors, Billy Joel, Jimmy Buffett, the Dallas Cowboys, folk music, marzipan, and the New York Yankees, and nothing short of divine intervention is going to change my mind about any of them.

Most people I know have similar, though perhaps less vehement, attitudes toward one thing or another. My liberal friends could never be persuaded to vote Republican, and my conservative friends feel the same way about Democrats. I have breakfast every morning with a group of friends, including one who is quite conser-

vative and another who is extremely liberal. They have locked horns on every major issue – guns, taxes, immigration, global warming, the designated hitter rule – every day for 15 years. Neither has ever persuaded the other to change his opinion about anything.

People who despise hip-hop, pro basketball, *Cats*, sushi, coconut water, NPR, or the opera are not going to change the way they feel about those things. The only way I could get most of my friends to listen to Wagner, eat scrapple, or rent a Steven Seagal movie would be if I could prove to them that doing so would cure lower back pain. With the scrapple, even that might not work.

T.J. Elliott, longtime chief learning officer at the Educational Testing Service, scoffs at the notion that you can change people's opinions by marshaling powerful, insuperable arguments.

"That theory is rooted in the mistaken belief in the fundamental rational nature of human beings," he says. "It's a belief that extends from economics to science to politics. But it doesn't match what we know about how people make sense of the world and how they make decisions." The "rational agent" model, which posits that a *consistently* rational and self-correcting being exists, "makes it difficult for us to compre-

hend that changing anyone's mind about anything once it is firmly made up is very difficult and in many cases impossible."

He adds: "You stick to your guns because you don't remember that you came by a position neurologically before you came to it consciously."

An abundance of scientific research supports this view. Nobelist Daniel Kahneman, a co-creator of behavioral economics, proved not only that people are not predictably rational but also that they are unlikely to change their minds even when they are proven wrong.

In many instances this is because there is no downside to holding an incorrect belief. I have spent the last quarter-century trying to persuade my friends that the food in England is now very good and that the French do not dislike Americans. My friends listen and nod their heads and say, "Oh, I didn't know that." Then, the next time I announce that I am headed for Paris or London, they say: "Well, I can't say I envy you. The food in England is absolutely horrible," or "The French will go out of their way to be mean to you. Hope you at least have nice weather."

Mike Gazzaniga, a colossus in the field of cognitive neuroscience, made his name by conducting experiments on people who had undergone a procedure to separate the hemispheres of their brains. He found that one half of the brain responds to the world more or less the way it perceives it, while the other side is always trying to "interpret" data and construct a narrative. He says that when people have entrenched positions about anything – be it politics, religion, euthanasia, the putative vileness of English food – "a major intervention has to take place to get them to change their minds."

How major?

"Take your friends to France and England," he says. "Without an intervening experience, they'll never change their position."

Believing that people can be persuaded to change their minds runs counter to what everyone from John Maynard Keynes to Thorstein Veblen has documented: In

most spheres of activity, humans are basically non-rational. More to the point, we compulsively associate with people who share our opinions and values, seeking out echo chambers like MSNBC or Fox News or Middlebury College. People who read the *New Yorker* have the same opinions as other people who read the *New Yorker*. People who like NASCAR think like other people who like NASCAR. Both groups belong to a tribe, and tribes do not welcome strangers. Moreover, to defect from a tribe is a form of treason. Even when you suspect that the tribe is wrong.

Gazzaniga believes that social media has exacerbated this tendency to seek out echo chambers.

"It used to be that you had to actively seek out other people who shared your opinion," he says. "Now you have a sub-network of 100,000 followers on Twitter who believe the same things you do."

And the way discourse is now conducted in this country makes it even more difficult to change people's opinions.

"It used to be that if I disagreed with you, we could sit down and talk about it," he says. "Now if you disagree with me, you're an idiot."

Erik Dane at Rice University found that "cognitive entrenchment" might be even more unyielding among "experts." A specialist keeps burrowing deeper and deeper into his narrow range of interest and ignores data or events that do not conform to his view of reality. In the words of the brilliant English historian A.J.P. Taylor, experts come to know more and more about less and less. It's not so much that they can no longer see the big picture. They don't even know the big picture exists.

Recent work in cognitive neuroscience by researchers such as Matthew Lieberman, a psychologist at the University of California, explains that such activity is rooted in our amygdala, the part of the brain that helps to create and sustain beliefs and to reject discordant information. The news that George Washington did not actually have wooden teeth is not jarring. The news that he may have had teeth taken

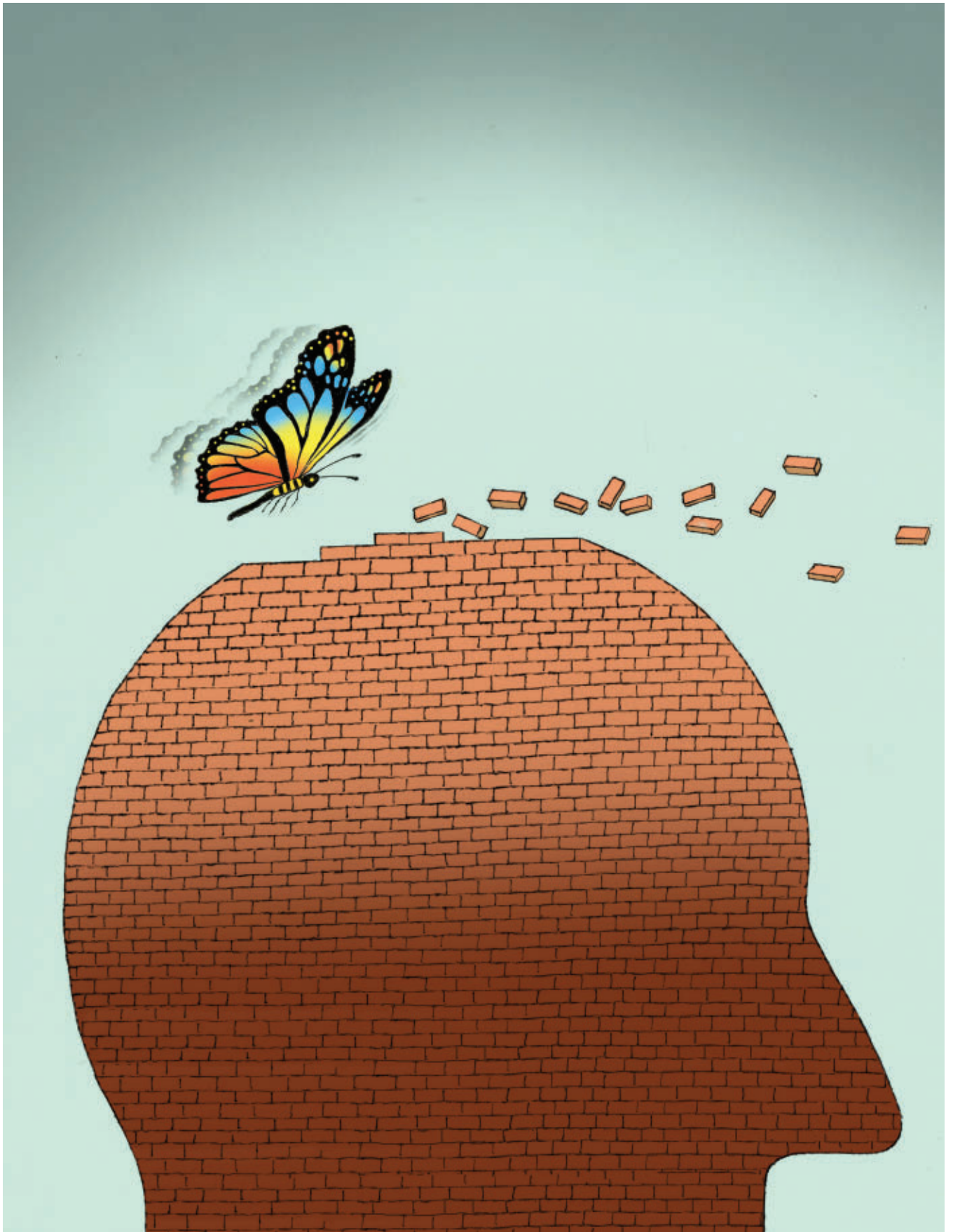
from slaves is. The amygdala doesn't like what it's hearing. So it stops listening.

"You have instincts for fight and for flight, not so much for insight," says Bridget Queenan, a neuroscientist who runs the Brain Initiative at the University of California at Santa Barbara and who is also my daughter. "When people are threatened in any way, they retreat from logic." Nor is she any great believer in the persuasive power of hard, cold facts. "Emotion, not evidence, changes minds."

Bob Kegan and Lisa Lahey believe that human beings may even have a kind of immunity to change. Humans insist that they want to alter their way of living, but they don't. As Samuel L. Jackson puts it in the otherwise forgettable film *The Samaritan*: "If you keep on doing what you've always done, you'll keep on being what you've always been." People know this, but they ignore it and blithely go about their business.

Political scientists are baffled by people who persistently vote against their own economic interests. In this case, the experts persistently overlook the fact that not all beliefs have equal emotional value. Being a candidate who supports religious freedom often trumps being a candidate who will create jobs. In many instances, people vote against a candidate because the whole thing just doesn't feel right. In the words of the immortal John Mellencamp, people do self-destructive things because it "hurts so good." And why does it hurt so good? Because "sometimes love don't feel like it should."

Kegan and Lahey, who co-founded an organization called Minds at Work, cite a study in which patients with heart disease were told that unless they cleaned up their cardiovascular acts, they were going to die. But only one patient in seven implemented the needed lifestyle changes. Was this simply a case of self-delusion? Stupidity? Orneriness? Probably not. Most likely, the patients found it difficult to ditch the belief that things would go on being OK, because things had always been OK before. This is not a case of "If it ain't broke, don't fix it."





It's a case of "Even if it is broke, don't fix it." Why? Because I am what I am and that's all that I am. Because now, the end is near, and as I face the final curtain I want to be able to say that I did things my way. And because it hurts so good.

None of these theories applies when lower back pain is involved.

Bookstores are filled with best-sellers assuring people that they can change their lives *today*. They can stop smoking. They can stop drinking. They can stop eating everything in the tri-state area that's not nailed down. They can even stop being a jerk. The notion that dramatic lifestyle change is easy or even possible is not supported by the data. Most diets do not work. Alcohol remedial programs have a poor rate of success. People with lung cancer can still be found puffing away on coffin nails on their deathbeds. Short of brainwashing, as was practiced on GIs by their communist captors during the Korean War, most personalities will resist change.

Human beings like simple things, one of which is always being right. We dislike ambiguity and trust ourselves more than we should. We think we will one day be rich even though our paychecks suggest otherwise. We think we will one day suit up for the Lakers even though we keep dribbling the ball off our foot. We conspicuously reject the notion that our values are inherited from others, that quite often the only reason we believe something is that everyone else we know believes it.

Popular wisdom says the voting public is just about evenly divided between Democrats and Republicans, with a smaller swath of "independents" in between. But elections show that the concept of independents is largely a myth: There are Democrats, there are Republicans, and there are people who don't like admitting that they are Democrats or Republicans, so they call themselves independents. True, you occasionally meet people who root for both the Mets and the Yankees, the White Sox and the Cubs. But you don't meet many of them. And when you do meet them, you don't like them.

It is possible to get people to change at the margins. You can persuade people to try chicken tikka masala or attend a soccer match or stop wearing tube socks or listen to Steely Dan for more than 9.2 seconds, my personal indoor record. But getting people to change their core involves persuading them to repudiate an entire values system. To switch parties or religions or teams is to forsake and perhaps even repudiate your tribe. You're either a Greek or a Trojan. You're either a Cowboy or an Indian. Make your choice, pard.

One reason we cling to our beliefs is that it makes daily life easier. It's really hard to be a conservative in New York City. It's really hard to be a liberal in rural Alabama. In milieus where you are basically hemmed in, it's easier to stick to an intractable, lifelong philosophy even when you suspect that on certain issues you might be wrong. The historical record says that in the '60s, the right was wrong about race, while the left was wrong about drugs. Neither side will ever admit it. There's just too much at stake.

Tenaciously clinging to opinions is an exclusively adult activity, however. Children don't draw lines in the sand. As my daughter, who spends virtually all her time thinking about the brain, puts it:

"You wouldn't suspect it from looking around, but every adult you know started out as a scientific genius. Children are natural-born scientists. They spend all of their time learning about the world through experiment, deriving what's true through unrelenting trial and error. Every day of your childhood, you encountered something unexpected or confusing, something completely incompatible with your understanding of how the world worked. *I wonder what will happen if I do this. Oh, I fell down. I wonder what will happen if I do this. Oh, I fell down.* Yet you survived. In fact, you loved it."

She adds: "With the exception of two-year-olds, kids do not appear to be emotionally or cognitively shattered by new or contradictory information. Little kids are perfectly capable of updating their belief

systems and behaviors based on evidence. In fact, they find new and contradictory things really appealing. So why do we stop? Why do we suddenly say: *That's it, I'm done, I don't want to learn anymore. This is all I want to know for the remainder of my natural life.* The world continues to be fascinating and unpredictable and open for exploration. So why do we as adults decide that we don't care anymore?"

Good question, kiddo. One thing that's clear is that frontal assaults on another person's position never work. Some masters of persuasion believe that the only way to change the way a person thinks is through trickery or intellectual sleight of hand. Another approach is to come in from way out in left field. A good friend who had been implacable in his support of capital punishment changed his mind after staying up all night with friends who persuaded him that it was a bad idea to give the state the right to kill its citizens. Other arguments against capital punishment could gain no purchase. But that one, by appealing to both his religious and conservative political principles, did. Now, he says, he seeks out evidence supporting his new belief – even though he probably still thinks an awful lot of criminals deserve to die.

Such Saul-on-the-road-to-Damascus conversions are rare. We are what we are; we dance with the one that brung us, even if the one that brung us is a terrible dancer. One day, my good friend Adam, the most conservative member of our breakfast club, suggested that the group retreat to a motel in the woods and lock ourselves in for the weekend, debating the burning issues of the day. He said that if we could enter into an honest and serious *tête-à-tête* without prejudices, we would emerge from our weekend retreat shocked by how much common ground we shared.

But we never made it to the Catskills for that intellectual summit conference. Because the rest of us think he's nuts. ■

Joe Queenan is a freelance writer based in Tarrytown, New York.



VIKTOR MILLER GAUSA

[THE ROTARIAN CONVERSATION]

PROBLEMS SOLVED

How Jim Marggraff is inventing the way to a better future

I'm in a conference room at Google headquarters in Mountain View, California, to interview Jim Marggraff, but before I can even start, he launches into questions of his own: What's the goal of this article? Who will read it? What do we want them to do with what they learn?

This is the way the serial entrepreneur approaches everything from a talk with a reporter to the lack of map-reading skills in the United States to world peace. "I'm emphatically focused on what is the PTS – what is the problem to solve?" he says. "I ask that multiple times every day, because people typically aren't clear on it."

Marggraff's focus on problem-solving has made him an enormously successful inventor. His creations have included the Livescribe smart pen, which links handwritten notes with audio, and LeapFrog's LeapPad, an electronic book that helps children learn to read and has had sales of more than \$1 billion since it debuted in 1999. In October 2016, Google acquired Eyefluence, a virtual reality company he co-founded.

After a year at Google, Marggraff "found the allure of a startup too great" and left the tech giant to become CEO of Rival Theory, a company that is developing artificial intelligence personas of world leaders and influencers that will give people access to their support and coaching.

A member of the Rotary Club of Lamorinda Sunrise, Marggraff was the driving force behind Rotary's virtual reality film *One Small Act*. The film follows a child whose world has been torn apart by conflict and traces the acts of kindness that make a difference in her life. Developed with Google, it debuted at the 2017 Rotary International Convention in Atlanta and can be viewed on Rotary's VR app, which is available on iTunes and Google Play.

A desire to change the world underlies much of Marggraff's work. "There is a thread that connects all of these technolo-

gies," he says. "It deals with communication, understanding, learning, empathy." His new book, *How to Raise a Founder with Heart*, is about raising kids with an entrepreneurial mindset.

Over breakfast, we talk about the future of virtual reality as a fundraising tool; where he gets his ideas; and how Rotary clubs can learn to think like an inventor.

THE ROTARIAN: You have spent two decades bringing together technology and humans. What has been the biggest challenge?

MARGGRAFF: With each of my inventions, I thought that after I presented an idea, it would be rapidly grasped and then easily accepted and adopted. I was surprised – although I no longer am – by the amount of time it takes for people to grasp the implication of a new technol-

ogy, to understand its potential, and then to embrace it.

TR: You've said that what motivates your work is making a difference in the world. Where does Rotary fit in?

MARGGRAFF: Each time I'd start another company, my neighbor would ask me to speak at his club. I spoke first about an interactive globe I'd invented, and then I spoke about the LeapPad, and then I came in and showed the Livescribe pen, and then, in 2011, I became a Rotary member.

I'd been an entrepreneur buried in my work so long, and I was looking for a means to give back. I wouldn't have joined just a social club for businesses. It was Rotary's commitment to doing local projects. As I began to hear about the global programs as well, I was more impressed and more interested.

TR: Rotary is exploring virtual reality as a way for clubs and districts to share Rotary's story. How do you explain VR to people unfamiliar with the technology?

MARGGRAFF: Remember the old View-Master? You put this disc in, and it's got a pair of images taken from slightly different angles, and it gives you a stereo view. VR is like a View-Master, but now the simplest way is to take your phone, put it in the little Google Cardboard box, and put some lenses in front of it. Instead of it just being a static image, it's a movie. And instead of it just being a movie, you can look around and see 360 degrees. You see above you, below you, to the left and right. You're inside the movie.

TR: How can a VR experience help people connect with each other?

MARGGRAFF: Here's an example. Right now, you can connect virtually with 2 billion people on the planet with Google Hangouts or Skype. You can also pick up your phone and utter a phrase and within three seconds have it translated to virtually any language in the world. As we merge those technologies, you'll be able to virtually sit in someone's living room and talk to them as the language is translated. You will be able to connect with someone in Libya or Afghanistan or South Africa, and you'll be able to share your feelings and thoughts. Suddenly, it's not a remote person in a remote country. It's an individual you can understand.

As the technology allows, I'm looking to see what framework we can create. First let's connect Rotarians to Rotarians. Rotary is a global group, and we feel bonds with each other just because we're Rotarians. Now let's connect more personally.

Then let's reach beyond that and connect people outside of Rotary with Rotarians and then with others. And once this happens, it becomes more difficult for people to allow the leaders in their country to say, "Bomb them."

TR: Might we invent our way to peace?

MARGGRAFF: Rather than think of this as technology, let's think of it as human nature. It

just happens that by using technology, we can amplify the best of humans. We've been doing it for years. The fact that we can get on a plane and meet with someone elsewhere in the world – that's technology. Now we can pick up a phone, and soon we'll be able to speak to somebody in full 3-D, as a hologram.

If you are connected to people, they're part of your tribe, your community. That can transcend governmental boundaries and limits. And if that happens, we can think less about whether you're Iraqi, South African, European. It's not about that label, it's about the individual and how they think, feel, and care, and what their values are.

TR: VR has been called "the ultimate empathy machine." What does that mean?

MARGGRAFF: When you are in the right VR piece, you can connect with somebody as if they were right with you. It can evoke a sense of empathy like no other medium.

When you are in that interactive environment, you feel immersed, that you are part of what's unfolding. You feel as though you are a character in that story. If I put you in a situation where you feel like you're the one delivering polio drops, you'll be changed forever. If you put a VR headset on and you are helping somebody in a developing nation and their life is at risk, it will change your thinking. It will evolve you.

TR: Could technology that can manipulate our emotions also be used maliciously?

MARGGRAFF: This is spoken as a technologist and a person who looks at both ethics and the future of ourselves as a species: We know that any technology can be used negatively. Look at television. Does television control us? Some people will say yes. Is television a bad technology? I'd argue no. Any technology can be used badly. It's up to us to use it the right way. It's up to us to guide both the developers of technology and those who use it to be sure that we drive and apply technology in a way that is best for humanity.

TR: Your invention of the LeapPad set off a revolution in the way children learned

to read. What does the future of literacy look like?

MARGGRAFF: We delivered a technology that had an enormous effect on, we estimate, 100 million kids. The technology was, at the time, complex, but the conceptual part of it is relatively simple. The process of learning to read – the way you learn to hear the sounds that form words in what is called phonemic awareness and to decode and recognize symbols, and the phases of reading that lead to fluency and comprehension – is well-known.

We will see the inclusion of different forms of sensory technology. For instance, eye tracking with AI technology – watching where a child's eyes are when they're reading and giving them feedback. We'll be able to use technology to support a child as they progress and understand what their needs are, and advise the teacher on what's needed for intervention and remediation.

TR: In 2011, the *Boston Globe* named you one of MIT's top 150 inventors. Where do you get your ideas?

MARGGRAFF: You define the "problem to solve" – the PTS. The hard part is, what is it? Once you define that, often the answer presents itself. In many cases, though, you still need to refine that problem statement.

TR: How can Rotary incorporate that lesson?

MARGGRAFF: You need to state the definition of the problem you're trying to solve as clearly as possible. Articulate it crisply, clearly, succinctly, in a manner that is measurable. Then you decide if that really is the problem you're solving. Most of the time, it's not. ■

View **ONE SMALL ACT** and other virtual reality films on Rotary's VR app, which is available for Android and Apple devices. Or stop by the Virtual Reality Zone in the House of Friendship at the 2018 Rotary International Convention in Toronto.

Use VR to share Rotary's story at your club and district events. Watch for a new VR film in time for World Polio Day in October. Find out more at rotary.org/en/vr.

Jim Marggraff's genius gadgets



COMPANY: StrataCom

PROBLEM: How to efficiently transfer voice, video, and data between an organization's offices while maintaining quality connections even when hardware or communication lines fail.

SOLUTION: ATM, FastPacket, and FrameRelay Network technologies, which enabled computers to be connected globally and enabled high-speed, reliable communication.

YEAR DEBUTED: 1986

SALES: >\$1 billion; IPO in 1992; Cisco bought the company for \$4.5 billion in 1996.

PATENTS: 3



COMPANY: LeapFrog

PROBLEM: How to improve literacy.

SOLUTION: LeapPad Learning System – talking books that children interact with using a stylus to practice spelling, phonics, and other reading skills. (Marggraff wrote and narrated many of the early books.)

YEAR DEBUTED: 1999

SALES: >\$1 billion; LeapPads were used by over 100 million children worldwide from 1999 to 2004. Within five years, 77 percent of U.S. households with kids ages four to seven had LeapPads.

PROBLEM: How to help tweens improve their math, science, writing, and learning skills.

SOLUTION: Fly Pentop Computer, a pen with a computer inside that, when used with special digital paper, can help tweens learn Spanish and math, play music, and more.

YEAR DEBUTED: 2005

SALES: > \$10 million; Fly won 2005 "Toy of the Year" awards in three categories from the Toy Association.

PATENTS: Total at LeapFrog: 12



COMPANY: Explore Technologies

PROBLEM: How to improve geographic literacy after a *National Geographic* survey found that one in seven Americans could not find the United States on an unlabeled map of the world.

SOLUTION: Odyssey Atlasphere, a talking globe that children interact with using a stylus to find out about government, population, religion, language, and more.

YEAR DEBUTED: 1996

SALES: >\$100 million. Sold the company to LeapFrog in 1998.

PATENTS: Assigned to LeapFrog.



COMPANY: Livescribe

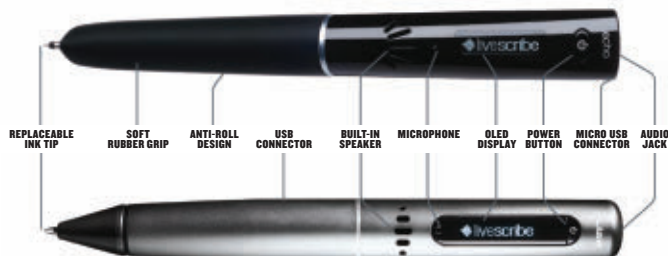
PROBLEM: Whether to take notes or listen during a discussion.

SOLUTION: World's first smart pens, Echo and Pulse, which simultaneously capture handwriting and audio, and allow playback from paper, PC, tablet, or phone.

YEAR DEBUTED: 2009

SALES: >\$100 million.

PATENTS: 16



COMPANY: Eyefluence

PROBLEM: How to make fast, hands-free navigation for virtual and augmented reality.

SOLUTION: Wearable eye-tracking and eye-interaction technology.

YEAR DEBUTED: Still in development; company bought by Google in 2016.

PATENTS: 3

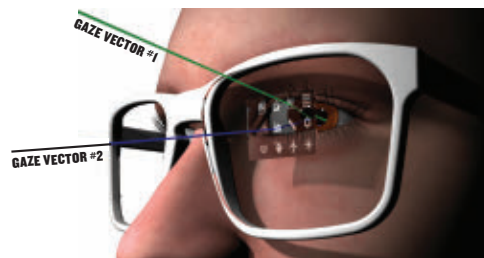




Photo credit: Edward N. Edstrom

**For 95 years, the Rotary Club of Las Vegas has helped build a city
that transcends showgirls, celebrities, and slot machines**

BRIGHT LIGHTS. BIG HEART

by KEVIN COOK





Mr. Virgil H. Puckley
Secretary Rotary Club
San Bernardino, Calif.

Dear Virgil:

Some of the fellows in the Las Vegas Club have the idea that they are pretty good basketball players and are anxiously waiting about for contest facilities. Since you are one of our closest friends thought perhaps you might be interested.

It has been suggested that a two game series be arranged, one game to be played there and the other here. We have no suggestions as to dates and will leave that to you if you decide to accept the invitation.

Since inter-city meetings and relations are being stressed this year and since we have so few near neighbors, we are very anxious to meet the clubs which are accessible. Basketball was probably not considered when speaking of inter-city relations but we see no reason why it would not serve to bring at least part of the clubs together. Therefore we are asking you to give the matter your serious consideration and let us know at an early date so that dates and other details may be worked out.

Trusting that you will have the boys all lined up and ready to go at an early date and that your club is enjoying its greatest year, I remain,

Sincerely yours,

Secretary.



Previous pages: Fremont Street, aka Glitter Gulch, 1952. This page, clockwise from top left: Auctioning town lots in 1905, the year the city was founded; Cy Wengert (in hat), a charter member and president of the Rotary Club of Las Vegas; the First State Bank and Kuhn's Mercantile, 1905; Vail Pittman (center right), a future governor of Nevada; a boosterish brochure from 1931; a 1929 letter proposing an intercity basketball game; the Arizona Club, once the city's finest saloon.

Photo credits, clockwise from top left: Ferron-Bracken Collection; Wengert Family Collection; Elbert Edwards Collection; Ida Pittman Collection; UNLV; Fayle Family Collection; Helen Stewart Collection (all UNLV collections)

Two weeks before Christmas, Santa Claus hangs a left on Tropicana Avenue and drives toward a mall, shielding his eyes from the desert sun. He passes a cactus festooned with holiday lights and, as he walks into J.C. Penney, shouts, “Ho, ho, ho!” to children rubbing their hands together for warmth. The temperature? A frigid 55 degrees.

Dressed in shirtsleeves and a battery-powered Santa hat that flops back and forth on his head, Old St. Nick bears an uncanny resemblance to Jim Hunt, an insurance executive who runs the annual Santa Clothes program for the Rotary Club of Las Vegas. Each year the program sponsors shopping sprees for underprivileged children. Hunt built the program from 35 grade school students in 1996 to 365 today.

Inside Penney’s, scores of excited children fan out through the aisles. “Happy shopping!” exclaims Santa Jim as the kids run out of sight.

Each child has a guide to help find the right coat or shoes. Jennifer, 17, helps a first-grader try on an Avengers T-shirt. “It’s so fun being on the grown-up side of things,” Jennifer says, beaming. Ten years ago she was a Santa Clothes kid herself, picking out shoes, jeans, and a blanket decorated with teddy bears. “I’ve still got the blanket. Now I want to help kids who need it like I did.”

Club President Michael Gordon stands by a cash register. Each kid has a \$200 spending limit. “We want them all to get as close to the limit as possible,” he says. “It’s a bit of a crapshoot to see who comes close without going over.” And if anyone goes over \$200? “Well, we pay it.”

A sturdy fellow with black hair and a stubbly goatee, Gordon speaks with a slight South African accent. He came to Las Vegas as a Rotary Ambassadorial Scholar in 2006. “I couldn’t believe my good fortune, but didn’t know what to expect in Nevada,” he says. “No one in my family had ever been to the States. But people said it got cold in America, so I came prepared.” He walked out of McCarran International Airport wearing a winter parka.

The parka hung in a closet while Gordon earned a Ph.D. in public affairs at the University of Nevada, Las Vegas (UNLV). He’s now director of strategic initiatives and research at the Las Vegas Global Economic Alliance, working to speed the city’s growth. “It’s an exciting time for Las Vegas,” he says. “We’ve got the Raiders moving here from Oakland in 2020. There’s the Hyperloop, a high-speed train that might get people here from Los Angeles in half an hour. We’ve got a new WNBA team, the Aces; the beginnings of a driverless bus system; a new bar where robots serve drinks; and plans for Interstate 11, which could one day go all the way to Seattle.”

Gordon laughs. Civic pride is in his blood – as is Rotary. His father, George, is president of the Rotary Club of Bellville, South Africa. “Father-and-son presidents 10,000 miles apart,” Gordon says. “That’s probably a first. We compare notes, but there’s no rivalry.”

George Gordon is proud of his son’s achievements. “Michael’s club has 137 members to our 26,” he explains via email. “We don’t have the finances to pursue as many major projects, but we do

what we can. And of course I look forward to visiting his club in Las Vegas.”

Who wouldn’t? The club is pretty much like any other – except for the prime rib at meetings, casino chips in the End Polio Now piggy bank, celebrity visitors, and pirate ships outside the holiday party. And topping all that: the club’s ambitions.

Eighteen businessmen founded the Rotary Club of Las Vegas in 1923. They included founding President Les Saunders, manager of the local Chamber of Commerce, as well as two bankers, two haberdashers, a butcher, a doctor, a pharmacist, an auto dealer, the town’s only dentist, and several Union Pacific railroad executives. “They were the men who built this city as a community, not just a gambling mecca,” says Michael Green, an associate professor of history at UNLV. “A real city needs bankers and businessmen, not just casinos.”

In those days, Las Vegas was a busy if sparsely populated (2,304 residents) railroad crossing. But after 1931, when Nevada legalized gambling and construction began on the Hoover Dam, the town gradually morphed into Sin City, the country’s capital of legal vice and quickie divorces. During the 1950s, with the construction of nearly a dozen hotel-casinos on the Strip, it boomed like the atomic bombs the military tested in the desert 65 miles northwest of town. By 1960, the population had grown to 64,405. Frank Sinatra and the Rat Pack yukked it up at the Sands, soon followed by Elvis Presley, who put the *viva* in Las Vegas.

Through it all, casino operators and business leaders, some of them Rotary members, worked together. One Rotarian’s off-hours tasks included carrying bags of silver dollars from casinos to a mob boss. When there were too many bags to fit in his car, he switched to a limo, then to a truck. Another Rotarian dreaded meetings because the club fined members who got their names in the paper – and he had been indicted for skimming casino cash. (A bum rap, his lawyer said.)

“Gaming was legal,” says Green. “A businessman didn’t need to know where a client got his money. One thing that meant was that mob money not only paid for much of the city, it served many

The club is pretty much like any other – except for the prime rib at meetings, casino chips in the End Polio Now piggy bank, celebrity visitors, and pirate ships outside the holiday party.

good ends. You might go to someone like Bugsy Siegel and say, 'We're raising money for a great cause. We need free use of your ballroom and \$3,000.' That's in everyone's interest."

The Las Vegas Rotary Club met in showrooms at the Stardust, Harrah's, and the Desert Inn. Fines for being late or forgetting your Rotary pin started at \$100. "Everything's bigger in Vegas," says Bob Werner, a longtime florist whom the stars called whenever they needed a floral horseshoe or a car full of roses. "It's a good florist town," he reminisces. "Diana Ross naturally needs more flowers in her dressing room than Céline Dion, and Céline needs more than Diana. I did OK. Now I enjoy going to meetings at the best club in the world."

"I think it helps that we've got a chip on our shoulder," says Randy Campanale, one of a dozen past presidents who play active roles in the club. "When people call us Sin City, it makes us want to prove we've got good people here."

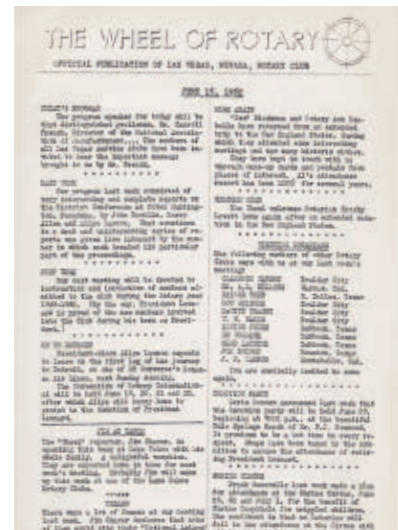
Last fall, a gunman perched in the Mandalay Bay hotel killed 58 people and wounded 422. Within hours, Gordon was phoning the past presidents, men and women he relies on as trusted advisers. He had one question: "What can we do?" The club arranged to pay for needy victims' funerals.

It was only the latest of its many causes, which include food and blood drives, tuition grants, and awards for exemplary soldiers at Nellis and Creech air force bases, key employers in Clark County. Gordon also wants to bring in a Junior Achievement Biz-Town, a kid-size city where grade school students play everything from chief financial officer to mayor to intrepid reporter.

These days the club meets on Thursdays at Lawry's the Prime Rib on Howard Hughes Parkway. Members pay \$30 for lunch. Over the years they've heard speeches from show business celebrities — such as Debbie Reynolds and Louie Anderson — as well as Las Vegas Mayor Carolyn Goodman, and her husband, former mayor (and mob lawyer) Oscar Goodman; boxing promoter Bob Arum; and Jerry "Tark the Shark" Tarkanian, the towel-chewing basketball coach of UNLV's NCAA champion Runnin' Rebels. With an annual budget of almost \$500,000 and a local foundation fund that spins off more than \$50,000 a year in interest, the club has resources few can match. And the money's legit: Las Vegas, perennially one of America's fastest-growing cities, got respectable long ago.

"I love what they're doing here," says District 5300 Governor Raghada Khoury. "They've got a club for new members, the 25 Club, that gets them off to a flying start." (In Vegas, new arrivals spend two years in the 25 Club, proving they're Rotary ready, before graduating to full membership.) "They've got Rotaract, Interact, even Kideract for grade-schoolers. They've got a car show, foundation giving, PolioPlus, on and on. Smaller clubs don't have the resources to do all that, but any club could pick one of these projects and do it well."

As it did with Jennifer, the 17-year-old Santa Clothes guide, Rotary made an early and indelible impression on Khoury. She remembers a Rotary program that brought books to children in





"When people call us Sin City, it makes us want to prove we've got good people here."



OFFICIAL MINUTES OF REGULAR CLUB MEETING

The regular meeting of the Las Vegas Rotary Club was called to order on Thursday June 29, 1950 by the Chairman of the "Last Mile" Committee---Lorin Bonnow at 7:30 p. m. at the Tule Springs Ranch with those members attendance as shown on the Attendance Record and Guest Register.

Transcribe below what happened at the meeting.

Demotion party for President Len Fayle.

Len put on an exhibition of bread baking with all sorts of ingredients, and all the men wore caps advertising Fisher's Bread. The Rotary Anns were present.

Hotel Last Frontier and a staff of helpers provided a fine steak dinner. There was ice beer and soft drinks presided over by Otto Underhill.

Skeet shooting was offered before dinner.

Lorin Bonnow, chairman of the "Last Mile" committee, did a splendid job and gave a clever program.

ATTENDANCE	
Guests	101
Members	68
Percentage	

Clockwise from top left: A distant mushroom cloud signals above-ground nuclear testing in the 1950s; Rotarians in cowboy hats celebrate Helldorado Week, 1938; minutes of a 1950 club meeting; off on another road trip, 1940; a 1950 edition of The Wheel, the club's long-running newsletter; in the 1930s, the club met at the Kiva Club inside the Apache Hotel; the 1940 Christmas party.

Photo credits, clockwise from top left: Las Vegas News Bureau Collection; Wengert Family Collection; Fayle Family Collection; Union Pacific Railroad Collection; Fayle Family Collection; L.F. Manis Collection; K.O. Knudson Collection (all UNLV collections)



Las Vegas Rotary Club
50th ANNIVERSARY
1923-1973



Clockwise from top left: The program for the club's golden anniversary; the Desert Inn, the club's home in the late 1990s; jackets optional, 1975; the 2017 Santa Clothes shopping spree; Past President Ginger Anderson (from left), Caty Crockett, the club's first woman president, and Carolyn Sparks, 2017; the Landmark Hotel, another former club home, implodes in 1995; President David Welles and 1976 Rotary high school scholarship winners.

Photo credits, clockwise from top left: Fayle Family Collection; Desert Inn archives; North Las Vegas Library Collection (UNLV); Las Vegas Rotary Club; Jim Tucker / Las Vegas Rotary Club; Vegas.com; North Las Vegas Library Collection

Yonkers, New York. “I was one of those kids,” she says. “I became an avid reader thanks to those books.” As an adult, she got off to a rough start at a Rotary club in Southern California: “We were the first district ever to admit women – and the men wouldn’t talk to me!”

She decided to quit Rotary, but the club president urged her to give it another try. “I threw myself into it,” says Khoury, who rose to president and finally district governor. Since last year she has put 28,000 miles on her car, driving from club to club in California and Nevada, promoting causes such as satellite clubs that meet twice a month. “I’m for ideas that can increase retention of the members we’ve got and bring new ones in,” she says. “My message is: Don’t just show up at meetings. Roll up your sleeves and be a real Rotarian.”

From the Santa Clothes event, Club President Gordon drives to a football field on the UNLV campus. The 300-plus kids have finished their shopping sprees and are running races with the university’s track team, hitting Wiffle balls with its baseball players, knocking down foam tackling dummies with football players, and doing jumping jacks with Runnin’ Rebels cheerleaders.

“This is life-changing for them,” says Katie Decker, who runs three elementary schools with busy Kideract programs. (Gordon calls her “Rotary’s favorite principal.”) Decker’s students learn The Four-Way Test, which is painted on her schools’ walls. Once a year, the Kideract kids attend a club luncheon in their honor. “We let them run the meeting,” says Gordon, who last year stepped aside for a Kideractor half his size.

Gordon’s next stop is the local PBS station, KLVX, where Past President Tom Axtell helped build the state’s only interactive library for deaf and blind children. Another of Axtell’s projects was higher-tech, and it has assumed an even greater significance since the October shootings. “We digitized the blueprints of all the school buildings in Las Vegas, as well as contact info for thousands of school employees, students, and parents,” Axtell explains. “If there’s a lockdown due to a terrorist event or any sort of disaster, we embed all that data in our TV signal. Viewers can’t see it on the screen, but emergency responders get it instantly.”

From the TV station, Gordon heads to the city’s sprawling Salvation Army complex. Maj. Randy Kinnamon shows off recent shipments of wheelchairs and food the club has donated. Gordon shakes hands with a once-homeless chef named Jeremy – his specialty is braised short ribs – who now prepares more than 1,000 Rotary-subsidized meals a day.

And then it’s back to the Strip, where pirate ships circle the social event of the year.

The ballroom at the Treasure Island Hotel and Casino features a deejay, balloons, giant snowflakes projected on the walls, and a theater-size movie screen showing photos from past Santa Clothes sprees. The club’s holiday party owes its youthful vibe to more than the kids on the screen. Jimmelle Siarot,

District Governor Raghada Khoury pins a button on the expectant mother’s waistband. It reads “Future Rotarian.”

a mother of three who works the front desk at the Flamingo, greets attorney Anna Karabachev, 28. They came up from the 25 Club with entrepreneur Erik Astramecki, 27, who moonlights as a mixed martial arts fighter.

Not long ago, Astramecki provided one of the only-in-Vegas scenes the club is known for. “The whole Rotary club,” he recalls, “came to my first big fight,” which was staged within the eight-sided fighting cage at the Cannery Hotel & Casino. Prefight, as Astramecki psyched himself up inside the Octagon (as the fighting cage is called), the national anthem began – and then the PA system conked out. “Total silence,” says the pugilist, “till the Rotarians picked up the song. Pretty soon we’re all singing ‘The Star-Spangled Banner’ a cappella.”

Gordon enters the Treasure Island ballroom to scattered applause. Dressed in a kilt to honor his Scottish ancestry, he smiles and bows as some club members sing “Happy Birthday to You.” The aging president, as he calls himself, turned 40 today.

“There’s a lot to celebrate,” Gordon says, posing for pictures with his wife, Amanda.

“We’re expecting,” Amanda adds. District Governor Khoury pins a button on the expectant mother’s waistband. It reads “Future Rotarian.”

From the stage, Gordon introduces Jackie Thornhill, who is slated to be president in 2019-20. Then he assesses the biggest fine of the year: \$9,500 to a member who had gotten engaged and gotten his name in the paper. Of course, the club’s famously high fines are all for show: Offenders usually bargain their way down to \$5 or \$10.

After a dinner of shrimp, steak, and cake, the deejay cranks up the music. Michael Gagnon, wine buyer at the MGM Grand, dances with private investigator Arleen Sirois. Several other members pull Gordon to the dance floor. He resists at first. Fifteen hours into his workday, he looks tired. But the room is thumping as Bruno Mars belts out “Uptown Funk.” After a moment the burly, kilted Gordon throws his hands in the air. He spins and boogies for all he’s worth – no hip-shaking Elvis, but not bad for a zealous urban planner and indefatigable Rotary dad-to-be. ■

Kevin Cook is a frequent contributor to The Rotarian. His latest book is Electric October.

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- Best Practices for Engaging Members
- Your Membership Plan

insider

Writing polio's history

Sarah Gibbard Cook loves a good mystery: The protagonist of her novel-in-progress, set during the siege of Rhodes in 1480, is a young Englishwoman intent on uncovering a traitor's identity. For the time being, Rotarians can discover Cook's aptitude for writing a detective story through her two-part *Rotary and the Gift of a Polio-Free World*, which – especially in its first volume, *Making the Promise* – has some of the characteristics of a tense thriller.

With a Ph.D. in history from Harvard, Cook arrived at Rotary in 1981 to serve as assistant manager of the 3-H (Health, Hunger, and Humanity) Program, the predecessor to global grants. She left Rotary in 1992 to work as a freelance writer; in 1994, when Rotary commissioned a book to document its fight against polio, Cook got the assignment.

After Rotary abandoned its plan to publish the book in time for the 1996 Calgary convention, the endeavor, says Cook, “became an ongoing, ever-growing project.” Finally, in 2013, the first volume appeared; the second, *Almost Every Child*, followed in 2015.

After documenting Rotary's early devotion to helping children with disabilities and tracking the quest for a polio vaccine, Cook follows the internecine conflict over focusing some of the organization's resources on solving a single global problem (rather than allowing each club to decide which projects it preferred to undertake). She also describes the resistance Rotary encountered

Jean-Marc Giboux



Tadej Znidarcic



Jean-Marc Giboux



Jean-Marc Giboux



PHOTOS: ROTARY INTERNATIONAL unless noted



THE ROTARIAN

The Magazine of Service



CHICAGO · U · S · A ·

· May · 1921 ·

· TWENTY CENTS

FROM THE ARCHIVES OF THE ROTARIAN

May 1921 “Fishing,” Alan K. Schmidt of Chicago wrote in this issue, “is more than a word.” It’s not just the process of catching a fish – it’s an experience. Schmidt’s essay poetically captured the battle between fisherman and fish. “What are the thrills of an angler during the fight? They are unexplainable, but glorious. If you really wish to know – go fishing!” The issue also reported on the dismal state of children’s mouths: In 1921, 95 percent of Americans had dental cavities but only 15 percent used a toothbrush, and the average child had seven cavities, according to the article “Mouth Hygiene for School Children.” The International Association of Rotary Clubs chartered a steamship to carry passengers to that year’s International Convention in Edinburgh, Scotland; the issue also included a piece on Liverpool, England, where the ship would dock.

ROTARY AT A GLANCE

As of 31 January

ROTARY

Members:

1,221,978

Clubs:

35,633

ROTARACT

Members:

249,895

Clubs:

10,865

INTERACT

Members:

516,764

Clubs:

22,468

RCCS

Members:

213,900

Corps:

9,723



Ken Solow (left), executive producer of *Dare to Dream*, with Rafe Henderson, the first director of the Expanded Program on Immunization for the World Health Organization.

from international health agencies that worried, as Cook writes, “that an emphasis on polio eradication might impede the development of broader primary health-care systems.”

While the outcome of these struggles is well-known – Rotary’s work to end polio continues today – to Cook’s credit, the books, like a good mystery encountered for a second time, are still compelling. That’s a result, in part, of their strong cast of characters, which includes past RI presidents such as James Bomar, Jack Davis, Carlos Canseco, Cliff Dochterman, Herb Pigman, and Clem Renouf; a mélange of medical marvels, especially Rotary’s own John Sever; some heroic figures, such as Côte d’Ivoire’s Marie-Irène Richmond Ahoua; and a number of pivotal players from outside Rotary.

“I view them as giants,” says Ken Solow, executive producer of *Dare to Dream: How Rotary Became the Heart and Soul of Polio Eradication*. (A member of the Rotary Club of Columbia-Patuxent in Maryland, Solow is a past governor of District 7620.) The most valuable aspect of the documentary, which is based on Cook’s first volume,



Ilana Bittner, Pixel Workshop

is the interviews with the Rotarians and others (including past and current International PolioPlus Committee Chairs Robert S. Scott and Michael K. McGovern, and many of the names above) who lived through the early years of the polio fight, helped direct its progress, and share the credit for its successes.

The third volume of Cook's trilogy, *Fulfilling the Promise*, is slated to appear once the battle against polio is finally won. Cook has already written about two-thirds of that book – and she's confident she will one day write its conclusion. The plot thickens.

– GEOFF JOHNSON

Rotary and the Gift of a Polio-Free World

BUY THE BOOKS . . .

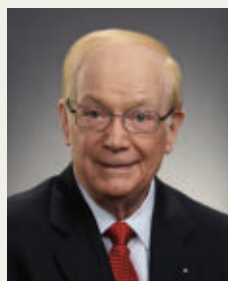
Making the Promise and *Almost Every Child* are available at shop.rotary.org (search "polio books") for \$15 each.



. . . THEN SEE THE MOVIE

A free 18-minute excerpt from *Dare to Dream*, as well as tips to facilitate discussions about polio eradication, is available at daretodreamfilm.com. The website also offers the full 56-minute movie for \$25; \$18.75 goes to The Rotary Foundation's polio eradication efforts.

MESSAGE FROM THE FOUNDATION CHAIR



Fifty percent of the world's population is under age 30. So it is important that we ask: What do young people want? Of course, every generation must ask this question. But it is also an important question for Rotary today, because our clubs must evolve if we are to best serve communities that, themselves, are evolving and changing all the time.

The World Economic Forum's recent Global Shapers Survey of more than 30,000 people under 30 from 186 countries offers some useful insights.

A majority of the respondents view climate change and conflict as the most critical issues we face. They also value a "start-up ecosystem and entrepreneurship" as vital to youth empowerment. However, they are less optimistic about having their voices heard. Over half the survey respondents do not think "young people's views" are considered before important decisions are made in their countries. (Some good news: During my travels to several dozen countries this year, many Rotaractors shared that they believe their voices are being heard by Rotary leaders!)

It is clear that young people want to make a difference on the issues that matter to our world and their communities. Above all, they want to see results when they commit to a project. A good example is the father-and-son team of Tulsi and Anil Maharjan, members of the Rotary Club of Branchburg Township, New Jersey. With the help of grants from Our Foundation, Tulsi and Anil are implementing microcredit, scholarship, and homebuilding projects in Nepal to help survivors of the 2015 earthquake.

Thanks to changes made at the 2016 Council on Legislation, clubs now have flexibility to operate as they think best. This means a broader selection of club models in terms of how meetings take place.

By embracing this flexibility, we can create more examples like Anil – a former e-club member who joined his father's Rotary club. Further, I urge you to personally encourage Rotaractors to take advantage of the option now available to join a Rotary club while they are still members of Rotaract. And help them learn how Our Foundation can help them achieve their dreams of doing good in the world!

By taking action today, we can pave the way for more than 200,000 of Rotary's future leaders to leave their own legacy of making a real difference for generations to come.

Paul A. Netzel

Paul A. Netzel
FOUNDATION TRUSTEE CHAIR

How can we better engage youth in Rotary? I want to hear your thoughts. Email me at paul.netzel@rotary.org.

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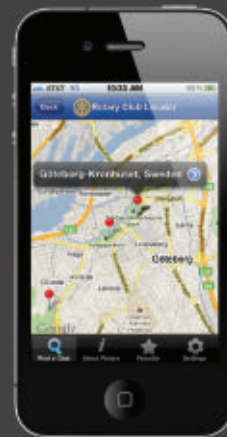
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ROARING AGE

Across

- 1 Ill-considered
- 5 Robin Hood weapon
- 10 Native of old Peru
- 14 World's Fair word
- 15 Vacuuming, say
- 16 High time?
- 17 Redness typified
- 18 Popular vehicle of the '20s
- 20 Frightened
- 22 Earls' inferiors, in old England
- 23 Pond fish
- 24 Justice Fortas
- 27 Month after *diciembre*
- 28 Connected with
- 31 Allow, as evidence
- 33 ____, *Babylon* (Pat Frank novel)
- 34 Law official
- 36 Family member
- 39 Family member, briefly
- 40 Sites of auto dents
- 41 Singer DiFranco
- 42 Unlocker
- 43 It formed clubs in South Africa, Australia, and continental Europe in the '20s
- 44 Wild about

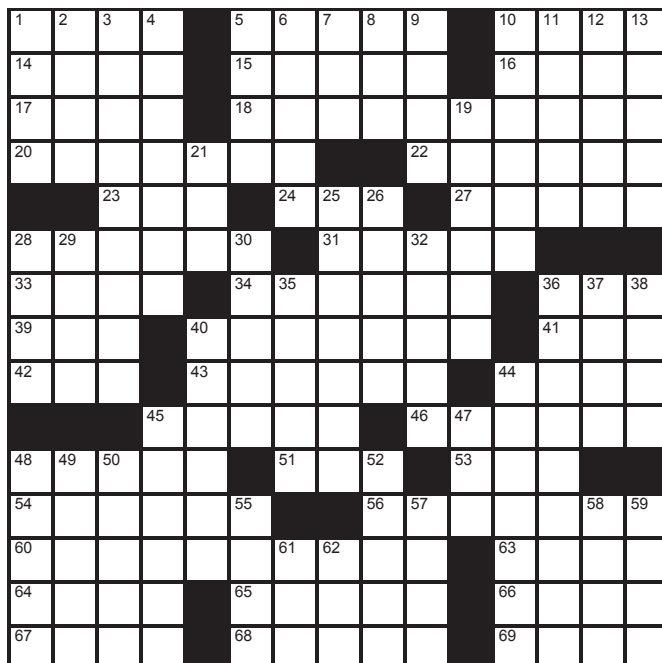
- 45 Big name in vermouth
- 46 Armed cavalry soldier
- 48 1969 Hitchcock thriller
- 51 Gridiron distance units (abbr.)
- 53 West of Hollywood
- 54 Alternative to "Sincerely"
- 56 Descriptive nickname
- 60 Marketing development of the '20s
- 63 Pro ____
- 64 *Sweet Adeline* composer Jerome
- 65 Border (on)
- 66 Female singing range
- 67 School founded in 1701
- 68 Summoning device of old
- 69 "Additionally ..."

Down

- 1 McEntire of music
- 2 Leap for Lipinski
- 3 Popular place to go in the '20s
- 4 Drag racers
- 5 Company patronized by Wile E. Coyote

- 6 Title role for Valerie Harper
- 7 Divining device
- 8 Assayer's material
- 9 Bug bite mark
- 10 Playpen dweller
- 11 Not a soul
- 12 Kitchen gadget
- 13 ____ forth
- 19 His and hers
- 21 Cambridge sch.
- 25 Medical invention brand name of the '20s
- 26 Gardener's tool
- 28 To-do list entry
- 29 Tennis pro Nastase
- 30 Black-and-white munchies
- 32 Streep of *The Post*
- 35 Squirmy
- 36 Popular place to go in the '20s
- 37 Prepay, with "up"
- 38 New Look couturier
- 40 Type of foods or assets
- 44 Caught with the cheese
- 45 Narrow valley
- 47 Pal of Pierre
- 48 Like some gag gifts

BY VICTOR FLEMING, ROTARY CLUB OF LITTLE ROCK, ARKANSAS



- 49 Milo of the movies
- 50 Iridescent gem
- 52 Suit material
- 55 Invitation inits.
- 57 One reviewing a journal article
- 58 Caesar's rebuke
- 59 Southwestern artists colony

- 61 Mad Hatter's quaff
- 62 URL suffix for 43-Across

Solution on page 18

WWS10

WASH and Health 

Join us! **22 June 2018** Toronto, Canada

WASRAG's 10th summit will focus on two tracks. **First** - Helping Rotarians understand the issues in bringing water to health care facilities where medical staff lack clean water for maternity and child wards. **Second** - Learning how Rotarians are taking the lead in fighting

and eradicating horrific waterborne diseases such as Guinea worm, schistosomiasis, and Rotary's old enemy, polio. Whether you've done many WASH projects or would like to get started, you'll find information and resources you can use.

Register today for World Water Summit 10 at www.wasrag.org



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The Rotarian's new look**

TOP: SCOTT SLUSHER / BOTTOM: MEGAN ABIGAIL WHITE

WHAT WILL YOU WATCH TODAY?

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watch. learn. connect.



It would take over a billion vaccinations every year to beat polio. **And that's just what's happening.**

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Rotary



PROUD PARTNERS AGAINST POLIO SINCE 1988



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 CONVENTION
23-27 JUNE 2018
TORONTO, ONTARIO, CANADA**

last look



SHARE

Rotary celebrates its commitment to young people during Youth Service Month in May. Our programs include Interact, Rotary Youth Exchange, Rotary Youth Leadership Awards, and Rotaract, which is celebrating its 50th anniversary this year.

The Rotary Club of Nueva Segovia, Philippines, partnered with the Interact Club of Nueva Segovia on a project that strengthened friendships among members of the two groups while raising money. The clubs held a color run (a race in which participants are showered with cornstarch dyed an array of colors) and Zumba fundraiser in October. Interactors invited their friends and classmates and advertised on the radio, attracting 1,500 runners and raising \$1,500. "It was so inspiring to be with Rotarians and the entire community," says Nueva Segovia Rotary Club President Maria Olivia Pascual, who took these photos.

With the money they raised, as well as gifts from members of the clubs, the Rotarians and Interactors funded a joint project called *Wish ko sa pasko* (My Wish for Christmas). The Interactors created a radio spot asking for letters from listeners about their Christmas wishes. The clubs received 64 letters and granted 61 wishes through the fundraiser. The remaining three were referred to the government for social assistance.

Rotary is looking for Youth Leadership All-Stars to share their stories. Nominate your All-Star at on.rotary.org/youth-star through 23 April and read the winners' stories in *Rotary Voices* at blog.rotary.org.

From top: Color run participants are showered with dyed cornstarch; Interactors lead a Zumba dance fitness class.



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The Rotarian's new look**

