

Jeffry Cadorette

RI Director 2018-20
 Rotary Club of Media, PA
 jeffrycadorette@gmail.com

Julia Phelps

TRF Trustee 2017-2020
 Rotary Club of Amesbury, MA
 jphelps7930@comcast.net

Valarie Wafer

RI Director-Nominee
 Rotary Club of Collingwood,
 South Georgian Bay
 valarie.wafer@gmail.com

Zone 24: Canada,
 Alaska and parts of northern U.S.,
 St. Pierre and Miquelon

Zone 32: Bermuda,
 Northeastern United States



April 2019

If all is right with the world, by the time you receive this we will have experienced the vernal equinox - the official arrival of spring. (For those of you who receive this in the southern hemisphere, don't email me. We know for you that is in September)

So, Happy Spring to most of you. It is a season of rebirth and renewal. If you're a current district governor, you can use this season to redouble your efforts to complete your goals and objectives for this Rotary year and head strong toward June 30th. Leave your district stronger than you found it. Remind your current club presidents to do the same with their clubs. Simply leave them in better shape and healthier than they found them last July 1.

If you're a District Governor-elect, use this season to ramp up your planning and preparation as you head toward July 1. For you, the emphasis of our President-elect Mark Maloney next year will be to Grow Rotary. That doesn't just mean adding members to our existing clubs. That means starting new clubs. And not just traditional clubs. Some of the new models of engagement that will help us to capture like-minded folks who simply don't fit in to our traditional club models. It's not a shoe size that fits them. We have many different shoe sizes now. Which ones will work in your district?

In Zones 24/32 next year we have a goal of starting 56 new clubs. (We've started 44 in all of the past 5 years) This is ambitious, but it is necessary if we're going to turn the tide on years and years of membership decline in North America. All of the Zone Coordinators came up with this goal when we met in Evanston for training in February. All of them are available to you as a resource to help you. So how many new clubs are you planning for YOUR district next year?

Last month we celebrated World Rotaract Week. I have been impressed with the Rotaractors we have had the chance to meet at various events across our Zones. See the article in this newsletter about a group we met at NE PETS in Framingham, Massachusetts. Check out the service project they've embarked on. They are our future. Maybe you want to pitch in with them on their project.

We are all looking forward to the Council on Legislation that will occur this month in Chicago. We'll be sure to update you in future newsletters and communications about the enactments that pass and what that will mean for you come July 1. It will be a very exciting time in Chicago. Our best wishes to all of the delegates. Deliberate well. Make good decisions for our organization that will help us to thrive for years to come.

This is a season of renewal and rebirth. As you continue to **Be The Inspiration**, we look forward to our year when Rotary Connects the World and we find new and innovative ways to Grow Rotary. Thanks for all that you do.

I met these incredible Rotaractors at the 2019 NE PETS. They are the future of our organization. Please feel free to donate to their fundraiser and share it with your clubs. Wouldn't it be great if our two Zones could make this their most successful project EVER?

Thanks for the consideration.

RID Jeffry



From left to right: Adam (E-Board: Worcester Polytechnic Institute Rotaract), Haley (Treasurer: Boston University Rotaract), Jeffry Cadorette (RID), Anya (Social Media Chair: Boston University Rotaract), JoJo (Boston University Rotaract Member)

CALL TO ACTION

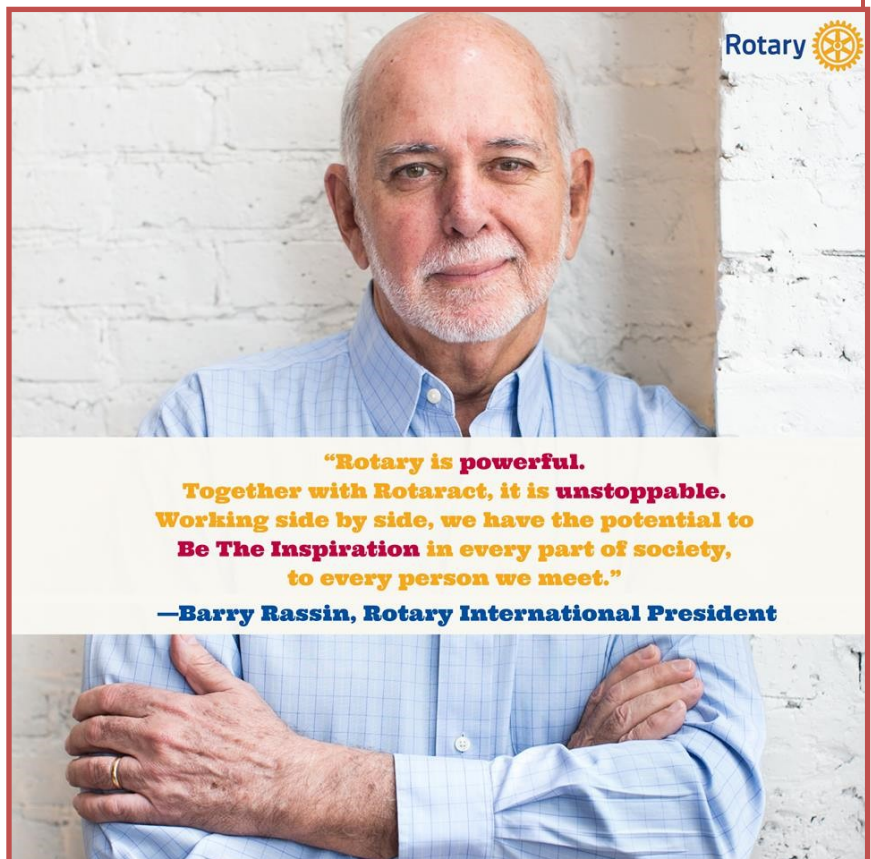
By Haley Cerretani, Treasurer from Boston University's Rotaract Club (district 7910, zone 32)

Hi! I'm reaching out to you regarding a cause close to my heart. As a member of E-Board of Boston University's Rotaract Club (zone 32, district 7910) I wanted to take this opportunity to share our fundraiser with you. Because International, an organization, is responsible for the production of a product known as "The Shoe That Grows". These shoes (offered in toddler, adolescent, and adult) expand five different ways to create one pair that can exist in multiple sizes. This versatility is applied to children and adults in impoverished countries who cannot afford a pair of shoes that fit properly. Many diseases tend to flourish in the soil and can infect the feet of those with improper or absent footwear.

Furthermore, children without shoes are not allowed in certain classrooms, resulting in a lack of education as well. For only \$15, you can change someone's life. About 50 pairs can fit within one duffle bag and are brought over by fellow Rotarians in addition to missionaries, global health workers, vacationers, and other volunteers. I urge you all to make a contribution, as a way of supporting not only our global health, but our global community. Click the link below to make a donation and learn more about our cause!

[BU Rotaract "The Shoe That Grows" Fundraiser](#)

Boston University Rotaract Club
burotar@bu.edu



**"Rotary is powerful.
Together with Rotaract, it is unstoppable.
Working side by side, we have the potential to
Be The Inspiration in every part of society,
to every person we meet."**

—Barry Rassin, Rotary International President

Rotary International

Club and District Support

Sophie Dangerfield
Associate Officer

Sophie.Dangerfield@rotary.org
847-424-5220

Sarah Steacy
Associate Officer

Sarah.Steacy@rotary.org
847-866-3036

Support for Districts 7390, 7410, 7430, 7450

John Hannes, Senior Officer
John.hannes@rotary.org
847-866-3275

Geoff Cochran, Associate Officer
Geoffrey.cochran@rotary.org
847-425-5751

Rotary Support Center

rotarySupportCenter@rotary.org
866-976-8279 or 866-9ROTARY
www.rotary.org

One Rotary Center
1560 Sherman Avenue
Evanston, IL 60201
847-866-3021

Zone 24 & 32

Zone Newsletter Editor

Ariane Carriere
ariane.carriere@rotary7040.com

Website Administrator

Hans Granholm
hgrdane@telusplanet.net

Zone Directory Editor

B.J. Metz
bjmetz@logical.ms

Valarie's View from the Wings

By Valarie Wafer, Director-Nominee

Peace: it's in us to Lead!

One of Rotary's core principles is peace; peace in all its forms and in every corner of the globe. Worldwide, Rotarians embrace peace and we are proud of the thousands of creative, innovative and effective peace initiatives at club, district and international levels.

Peace is by no means an easy task. Today we live in a world that is less peaceful and more dangerous than it has been for a long time. The rise of intolerance in the world is a prime example of how difficult it is to ensure that peace prevails. This goes for our communities, our schools, our places of worship and anywhere else, we expect to be safe.

Peace is difficult, but peace is not elusive. No one is better placed or better prepared to bring peace to the world than a Rotarian. At an international level, Rotary continues to be a strength to the world while, at the local level, Rotarians reach out to those who have been harmed by hate and bigotry such as with the recent tragedy in Christchurch, New Zealand.

As world leaders struggle to find the right words to condemn hatred, we as Rotarians know what to say and do. We call out intolerance in all of its forms, we act when discrimination rears its ugly head and we condemn such barbaric acts such as those in New Zealand. Rotarians are the arbiters of peace.

In a world that, in some ways, has appeared to normalize intolerance it's a worthy reminder that Rotarians can make a massive difference. Call out hate whether it be in person or online; barbaric action always started with hate speech. Let's not give anyone a platform or soapbox to express their intolerant views.

Peace: Rotarians embrace it, Rotarians live it.



PAUL HARRIS SOCIETY ... A journey to Major Giving!

Pat Chernesky, Zone 24 West Endowment / Major Gift Advisor



The Paul Harris Society is an official Rotary Foundation program and recognizes Rotarians and friends of the Rotary Foundation who annually contribute US \$1000.00 or more to any of the Annual Fund, Polio Plus or an approved Rotary Foundation grant. Its purpose is to identify, engage, and thank individuals who have the ability and desire to make substantial annual gifts to fulfill the promises we make to improve communities around the world.

We as leaders need to promote and help expand the Society. To achieve this, it would be very helpful if our Districts appoint an active PHS Coordinator to work with their Foundation team one who has a passion for Rotary and is able to inspire others by showing how contributions are transformed into high impact and sustainable solutions at home and around the world! The coordinator also facilitates meaningful recognition of new and continuing Society members, reminding current members to continue fulfilling their annual commitment, as well as identifying prospective members who have the capacity to fulfill the annual commitment, either with a one-on-one meeting or through Club presentations. Creating awareness and education about this giving option is important! Identifying and seeking out a "PHS "Eligible" donor, one who has given US \$1000.00 or more in a Rotary year (and is identified in the District's Foundation reports) will build membership in the Society.

There are 471 identified Paul Harris Society members in Zone 24 West, 470 in Zone 24 East, and 784 in Zone 32. Many more are eligible. Let us all "Be The Inspiration" to grow this excellent program!

Movies Filmed in Niagara Falls Canada

Site of the Zone 24 & 32 Conference



Membership Video

By Lawrence Furbish, ARC, Zone 32

This month's video is about new member inductions. What do you do to make this special?

<https://app.vyond.com/videos/19e65875-f2da-4493-af30-565dc2156590>

You can now find all membership videos from previous months at <http://tinyurl.com/MembershipVideos>



Rotary Coordinators and Membership Services

Rotary Coordinator Team Zone 24 West

Bill Robson, Rotary Coordinator
billrobson5050@gmail.com
Fran Leggett, Assistant RC
fdragonleth@gmail.com
Laura Morie, ARC
lauramorie@gmail.com
Jim Adamson, ARC
jncadamson@gmail.com
Ken Thiessen, ARC
ken@powerofoneconsulting.ca

Rotary Coordinator Team Zone 24 East

Bob Wallace, Rotary Coordinator
rwallace000@sympatico.ca
Dino Marzaro, ARC
dmarzaro@ciot.com
Ian Ferguson, ARC
scotchtown15@gmail.com
Claude Martel, ARC
claudemartel@hotmail.com
Brian Menton, ARC
bvmenton@gmail.com
Brian Carmichael, ARC
bacarmichael@gmail.com

Rotary Coordinator Team Zone 32

Carolyn Johnson, Rotary Coordinator
cfj2@icloud.com
Drew Kessler, ARC
dkessler@mtb.com
Bonnie Sirower, ARC
botzie@aol.com
Carol Hemphill, ARC
carol_hemphill@aim.com
Jim Fusco, ARC
jim.fusco2@gmail.com
Lawrence Furbish, ARC
lkfurbish@mac.com

Rotary Support Staff

Sarah Diller, Membership Coordinator
MembershipDevelopment@rotary.org
Brienne Haxton, Manager,
Membership Services
brienne.haxton@rotary.org
Diana Edwards, Regional Membership

March 08 to March 15 was World Rotaract Week

By Dino Marzaro, ARV, D7790, Zone 24 East



For me, it was the right time to discover and learn the story between the Rotaract Club sponsored by my Rotary Club and the Dos and Don'ts to obtain a success story with the Rotaract Club. Both clubs are in Quebec City.

The first Rotaract Club was created in 1968 in North Carolina and it took five more years to create the one in Quebec City. In 1973, the Rotaract Club of Quebec City had a membership count of 15 members, and all were students at the Laval University. The Club was no longer active three years later.

What was the problem? Many Rotaract members are international students, and when they get their university degree, they go back to their country. It is very hard to attract new members and keep them because each year new Rotaract rookies arrive and nobody knows too much about Rotaract. No Rotaract member were left to create a membership spirit.

In 1992, there was a second attempt to open a Rotaract Club in Quebec City. Now instead of being at the Laval University it was at the Petit Séminaire de Quebec, a private boy's school. But same result with the same story for the same reason, the club closed two years later.

In May 1997 a third attempt was made, and it was another time at the Laval University. But now the Quebec Rotary Club tried some new strategies:

1. Attract male and female students of the University
2. Ask them to invite friends that are not student at the University but young professionals
3. Ask some Rotarians to bring their family members into the Rotaract Club.

Today, the Rotaract club has 25 members and 5 prospects. What is the success? Today, it is not just the Rotaract Club sponsored by my Rotary Club of Quebec City. Yes, all eight Rotary Clubs of the Quebec area ask that Rotaract members to engage and give time in their club's projects and fundraiser activities. Also, all the Quebec City area Rotary members are available for the Rotaract members to be a mentor to help them with networking. The meal is free for all Rotaract members at Rotary meetings for all clubs.

Another answer, many Rotarians attend the twice-a-month breakfast Rotaract meeting. At the last Rotaract meeting, I decided to ask them some questions to understand more about the future the club. Maybe you can try these with your Rotaract's club.

1. One member is in the club for 10 years, another for 5 years, and twelve are between 2-4 years. Around ten are less than one year.
2. Only members that have family in Rotary know about Rotaract and Rotary
3. All these young adults want to engage and help their community but also have friends and mentors. They find this in Rotaract.
4. No one said that later they would join a Rotary Club.

Today 250,792 Rotaractors are in 10,904 Rotaract clubs in 184 countries, but, right now at international level, only 4% of these Rotaractors want to join Rotary. The world has changed, and Rotary will have to change to be able to attract these Rotaract members.

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Zone 24 District	# Clubs Last 1 July	# Clubs Current	# Clubs with membership goal *	% Clubs with membership goal	District Membership Goal **	01 July Membership	Current Membership	Membership Net Growth (%)	Distance to Membership Goal
57	24	24	3	12.50%	363	346	342	-1.16%	21
5010	40	40	36	90.00%	1858	1707	1735	1.64%	123
5040	51	50	44	88.00%	1612	1461	1489	1.92%	123
5050	58	58	50	86.21%	2630	2502	2553	2.04%	77
5060	57	57	37	64.91%	2813	2602	2674	2.77%	139
5360	46	47	33	70.21%	1951	1714	1811	5.66%	140
5370	57	57	49	85.96%	2128	2020	2018	-0.10%	110
5550	47	47	15	31.91%	1435	1343	1370	2.01%	65
6330	56	57	40	70.18%	1832	1635	1712	4.71%	120
7010	41	40	33	82.50%	1561	1505	1494	-0.73%	67
7040	68	66	66	100.00%	1888	1741	1761	1.15%	127
7070	54	54	43	79.63%	2041	1962	1971	0.46%	70
7080	49	50	27	54.00%	1704	1570	1576	0.38%	128
7090	68	69	44	63.77%	2215	2155	2180	1.16%	35
7790	49	50	35	70.00%	1798	1645	1694	2.98%	104
7810	40	40	19	47.50%	1158	1079	1068	-1.02%	90
7820	46	46	15	32.61%	1577	1518	1556	2.50%	21
851	852	589			30564	28505	29004	1.75%	1560

Zone 29 District	# Clubs Last 1 July	# Clubs Current	# Clubs with membership goal *	% Clubs with membership goal	District Membership Goal **	01 July Membership	Current Membership	Membership Net Growth (%)	Distance to Membership Goal
6290	60	60	38	63.33%	2914	2682	2712	1.12%	202
6310	33	32	23	71.88%	1476	1357	1368	0.81%	108
6360	54	54	46	85.19%	2591	2453	2449	-0.16%	142
6380	52	53	21	39.62%	1480	1651	1648	-0.18%	0
6400	51	51	47	92.16%	1711	1606	1613	0.44%	98
7120	70	70	42	60.00%	2481	2314	2357	1.86%	124
7150	43	42	34	80.95%	1236	1109	1118	0.81%	118
7170	44	44	17	38.64%	1443	1316	1326	0.76%	117
407	406	268		53.17%	15332	14488	14591	5.44%	909

Zone 32 District	# Clubs Last 1 July	# Clubs Current	# Clubs with membership goal *	% Clubs with membership goal	District Membership Goal **	01 July Membership	Current Membership	Membership Net Growth (%)	Distance to Membership Goal
7210	55	56	33	58.93%	1687	1594	1613	1.19%	74
7230	43	44	15	34.09%	1259	1120	1184	5.71%	75
7255	71	71	13	18.31%	1797	1724	1704	-1.16%	93
7390	43	43	31	72.09%	2481	2311	2304	-0.30%	177
7410	42	42	11	26.19%	1146	1101	1107	0.54%	39
7430	45	45	43	95.56%	1913	1744	1783	2.24%	130
7450	51	51	29	56.86%	1438	1382	1384	0.14%	54
7475	87	85	87	102.35%	2329	2062	2053	-0.44%	276
7490	50	50	14	28.00%	1278	1175	1188	1.11%	90
7505	78	77	39	50.65%	2172	2154	2117	-1.72%	55
7780	40	40	34	85.00%	1715	1618	1633	0.93%	82
7850	41	41	12	29.27%	1431	1365	1346	-1.39%	85
7870	59	59	8	13.56%	2095	2018	2011	-0.35%	84
7890	59	59	36	61.02%	8951	1970	1950	-1.02%	7001
7910	50	50	30	60.00%	1426	1306	1300	-0.46%	126
7930	47	47	30	63.83%	1890	1776	1766	-0.56%	124
7950	65	65	33	50.77%	2138	2084	2071	-0.62%	67
7980	58	57	40	70.18%	2199	2071	2091	0.97%	108
984	982	538			39345	30575	30605	0.10%	8740

Editor's Note: There appears to be an error in the membership goal # for D7890, but there was no time before publication to verify the numbers.

How NOT to train new members

A Membership Minute by PDG Brent Rosenthal, Rotary Coordinator Zone 30, D6690

Here's a statistic that should shock you – and awaken you to action – if you love Rotary. According to recent statistics in one US district, of those members leaving Rotary, 1/3 were members for less than 1 year, ½ were members for less than 2 years and 80% were members for less than 5 years! Based on my travels to speak at membership seminars at various districts, I have come to believe that most – if not all – US districts have very similar statistics.

What does that tell us? First, it does not (or should not) tell us that something is wrong with the people we bring into Rotary. We need to rid ourselves of that old thinking – they all can't be wrong. What it does tell me is that our Rotary clubs are failing our new members miserably!



A President of a Rotary Club recently asked my opinion about his desire to “streamline” his club’s new member orientation process. He felt it took too long and was too intimidating for new members. Their practice was to have new members meet with officers and directors so they could learn about the history and traditions of the club, have special sessions with committee chairs so they could learn where they might fit in best, and the usual gamut of “Red Badge” activities – serve as greeter, do a makeup at another club, attend a board meeting, do a 3 minute “Rotarian Spotlight” in a meeting, etc. They proposed to eliminate all these and replace it with a nice glossy brochure about the club, requiring they read The ABCs of Rotary, and have a half hour session with some past presidents.

I am told I am now known as a “radical thinker” for urging replacing traditions that hinder membership retention and growth. So, the President looked visibly shocked when I told him I felt that was an awful idea which would hurt his club’s member retention efforts. And I think the reason is apparent.

Think back to the first time you attended a Rotary meeting, and then your own induction. How much did you know about Rotary and Rotary service? How many people, besides your sponsor, did you know in the club? If you are like me, the answers are “nothing,” and “not many.”

I am not a fan of what I call “frat hazing” – those activities that reflect the culture of the club but don’t teach about Rotary. Don’t get me wrong – I think “Red Badge” programs are fine because they help the new members get known. But they don’t create a Rotary DNA in the member. We do that by getting new members immediately involved in their service passions! Educators know people learn best by doing - let’s help new Rotarians learn about Rotary service by doing Rotary service!

One club in my district recently brought in a new member who wanted to use Rotary to further her work with AIDS orphans in Africa. There was immediate suspicion among the “old guard” – is she just coming to Rotary to try to get money and members to support her project? SO, WHAT IF SHE IS?! Working with AIDS orphans in Africa is completely consistent with Rotary service and the Rotary Foundation’s six avenues of focus. This club, which does not have a meaningful International Service project, should welcome this new member with open arms and throw rose petals at her feet!

Our new members are the most important tool we have for growing Rotary and our service to the world. They are also the most at risk of leaving. So, they need special attention and emphasis for training and immediate engagement!

Best Practices For Engaging Members

By DG Kris Chittur, RID 7230, Zone 32

Engaged members are critical to a vibrant Club. They take initiatives and magnetize the Club with enthusiastic participation. Conversely, disengaged members take no initiatives, avoid projects, and are a disinterested presence; they radiate discontent, discourage prospective members, and eventually threaten Clubs' existence.

Club leadership's constant challenge is to keep members engaged. Disengaged members will eventually quit the Club, their unpleasant experience being broadcast for long. Thus, failing to engage members ill-serves committed members and is cancerous to the Club.

Does your Club's functioning encourage or discourage member engagement? Clearly, if you have to pester, or worse, have to resort to mandates to compel members to attend Club projects/events, you have an acute engagement problem. Even if you're not there yet, here are three common practices to avoid.

First, failing to circulate the agenda for Board meetings. Result? Members don't feel they own, or are responsible for, Club affairs. People can't be engaged in something they neither own nor are responsible for.

Further, this failure may also lead to avoidable disasters. For example, a Club's board approved funding what appeared to be a worthwhile project organized by a third party. They made a terse verbal announcement at a Club meeting. The project ran aground. Later, a member (who had been in the dark) revealed that Club sponsorship had been sought because the third party had been expelled from another Club. You'll agree that the Board would have likely rejected the funding had it known this. Avoid such disasters. Circulate the agenda for the Board meeting to the entire membership at least a week in advance, and do not consider in the meeting any items not so circulated. In case of genuine emergency - say, disaster relief - the time may be shortened, but the practice should still be adhered to. Encourage member involvement and participation in decision-making.

Second, failing to circulate the minutes of the Board meeting promptly. Ideally, draft minutes should be circulated to the Board within 24 hours of the meeting, and deemed approved absent corrections within 24 hours - so that the minutes may be circulated to the entire membership within 48 hours of the Board meeting. Let members know of Club developments contemporaneously, not what's history. The minutes don't have to be exhaustive, just about decisions taken.

Third, all material expenditures - say, above \$500 - must require board approval at a formal meeting held after advance-circulated agenda. In addition to letting members know items the Board will consider, this enables and encourages members who may have special knowledge on specific items to help the Club make better-informed decisions. Maybe there's a better way to accomplish one or more steps involved, maybe one or more items could be obtained through donation or at discounted prices? At a minimum, it's the members' money, why keep them in the dark?

Contemporaneous documentation and full and timely disclosure of club affairs can stave off complications and disputes down the road. As anyone who has had this unfortunate experience can vouch, that can turn out to be messy, time-consuming, unproductive - or worse. The key to engagement is empowering members with complete transparency, full disclosure, and full democracy in all Club matters.

Rotary Foundation Coordinators and Support Staff

Regional Rotary Foundation Coordinator Zone 24 West

Eva Vida, Regional Rotary
Foundation Coordinator (RRFC)
eva.vida@icloud.com
Larry Jubie, ARRFC
lwjubie31@hotmail.com
Sandy MacKay, ARRFC
sandymackay9@gmail.com

Regional Rotary Foundation Coordinator Team Zone 24 East

Karen Oakes, RRFC
oakes.kl@sympatico.ca
Yves Fecteau, ARRFC
yves.fecteau@rotary-7790.org
John Tomlinson, ARRFC
jaunty52@gmail.com
Rick Rogers, ARRFC
sailnirvana@hotmail.com

Regional Rotary Foundation Coordinator Team Zone 32

Russ DeFuria, RRFC
DG0708@ocomfort.com
Janet Di Benedetto, ARRFC
JanetDiBen@aol.com
Marilyn Bedell, ARRFC
m.k.bedell@comcast.net
Greg Roche, ARRFC
gregroche@outlook.com
Eileen Rau, ARRFC
ebrau@comcast.net
Bonnie Korengel, ARRFC
bkorengel@ukacpa.com
Joe Lauren, ARRFC
jlauren@yahoo.com

Rotary Support Staff

Michelle Gasparian,
Annual Giving Officer
Zone 24 East & Zone 32
Michelle.Gasparian@rotary.org
(847) 866-3261
Edina Mehovic, Annual Giving Officer
Zone 24 West
edina.mehovic@rotary.org
(847) 4255612

Gambia Goat Dairy

Dr. Carla Chieffo, President of Paoli-Malvern-Berwyn Rotary Club in D-7450

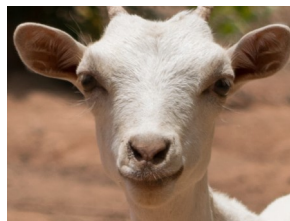
The Gambia Goat Dairy (GGD) is an ambitious project in Gambia Africa, launched 3 years ago with the idea of creating a goat dairy in rural Gambia. Dr. Carla Chieffo, President of Paoli-Malvern-Berwyn (PMB) Rotary Club, enlisted the help of Dr. David Galligan, Professor of Animal Health Economics at University of Pennsylvania School of Veterinary to co-mentor the project. Together, they selected Brianna Parsons, a graduate of Penn Vet and now an intern at Penn Vet New Bolton Center and Corey Spies, a fourth-year Penn veterinary student.

Spies and Parsons had spent 2016 and 2017 working on developing their business plan, building relationships with stakeholders, and identifying a suitable site for the dairy. They chose 10 acres located in the Kombo region along Gambia's small Atlantic coastline. In 2018, the GGD broke ground for construction. *"The progress has been amazing"* said Dr. Chieffo while visiting the project last summer. The construction of a borehole, which will provide water to the farm, was finished. It is completely solar powered with a capacity to provide the future dairy with 30,000 Liters of water each day. Having water available allowed GGD to construct a perimeter wall that will keep goats in. Just this March, GGD purchased its first does (female goats). These goats will be part of a pilot study to determine milk yields, which has never been done before. GGD has also hired a two local Gambians, a watchman that lives on the property and a herd manager who oversees the day to day operations when Parsons and Spies are back home in the States.

This project hopes to create a commercial-scale, financially self-sustainable herd of milking goats. The aim of the dairy is to model best practices while supplying local residents with affordable and safe dairy products and to reduce malnutrition. In Gambia, the smallest country in Africa, owning livestock is commonplace. However, these animals are on average 30 times less productive than their counterparts in more-developed nations. As a result, the country relies heavily on expensive, imported animal products like milk and yogurt. A quarter of the children under five are stunted from a lack of adequate nutrition.

For the GGD, the first phase is to get the facility up and running with 50 or more milking does. The second phase will involve educational outreach to other goat farmers in the area. The third phase for the non-profit business will be shifting roles from producer to processor, creating a dairy market from the ground up for domestic farmers. The dairy will have a pasteurizer on-site to ensure the milk is safe to drink. Milk will be sold to local families at a low cost, subsidized by the sale of higher-value goat cheese and yogurt to tourists who frequent the region.

This project was supported though District 7450, several local Rotary clubs, Gundaker (D7450 Foundation), Penn Vet, and Penn's Global Internship Program. Information about the Gambia Goat Dairy is available on their website www.gambiagoatdairy.com



African Dwarf Goat



Corey Spies, Dr Brianna Parsons on site. In the background is the finished borehole well which is completely solar powered with capacity to provide the future dairy with 30,000 L of water

Endowment / Major Gift Advisor Team

Pat Chernesky, Zone 24 West
chernesky.pat@gmail.com
John Stairs, Zone 24 East
john.stairs@bell.net
Knut Johnsen, Zone 32
knutjohnsen@att.net

Rotary Support Staff

Carolyn Ferguson,
Zone 24 Major Gifts Officer
carolyn.ferguson@rotary.org
Amanda Lawson,
Zone 32 Major Gifts Officer
Amanda.Lawson@rotary.org

End Polio Now Coordinator Team

Linda Robertson, Zone 24 West
lrrotary@gmail.com
Stella Roy, Zone 24 East
roystellaj@gmail.com
Carol Toomey, Zone 32
carolrotary@gmail.com

Rotary Support Staff

Clare Monroe,
Senior Coordinator PolioPlus
clare.monroe@rotary.org



A Journey Half-way Around the World

By Joyce Graff, Chair, District 7910 Polio Plus Committee, Zone 32

In the fall of 2017, I spotted an article that piqued my imagination – a Polio Mission to India! While India was declared Polio Free in 2016, two of the countries where polio virus remains are right on the northwest border of India, only a train ride away. The effort to eradicate polio from the world has been Rotary's most important initiative – indeed the greatest public health initiative in the history of the world <http://polioeradication.org/>. The opportunity to be part of it called to me. To be with other Rotarians working on this important program seemed to me an opportunity not to be missed.

In all, three of us from Brookline Rotary chose to go: Sharon Herman, Susan Rack, and I. There were visits to the Travel Clinic, shots, advice – always beginning with “Don't drink the water!” – and airline reservations to be made. The local arrangements were put together by Calindia Tours, a Rotarian-owned travel agency in Agra. We would be working in the slums around Agra, a highly congested city of some 2 million people, 3 hours south of Delhi, in an area that embraces the Taj Mahal. Having decided to invest in a journey half-way around the world, we worked to expand our agenda and see more of that part of the world.

We were greeted with 60 other international volunteers by the seven Rotary clubs of Agra. With a band and balloons we paraded through a slum area to raise the visibility of inoculation day, passing out flyers on the importance of preventing this terrible disease. Polio survivors were very much in evidence in India – young people with twisted and atrophied limbs.



On another day we were sent in teams to small villages to administer the vaccine – two drops in the mouths of the children who flocked around us. We were immunizing children under five, brought by mothers, grandparents, and older children while the men watched from across the dirt road. They were thrilled to have so many foreigners showing support for India and for their small village. We were thrilled to be there!

We visited schools, learned about the conditions of the schools, and the need for outside help to improve sanitation, hygiene, and the classroom environment. One Australian club volunteered to return and build desks so the children need not sit on the floor.

Some of the volunteers left after the Polio portion of the trip. We three stayed for a second week of touring, visiting other small villages as well as the cities of Jaipur and Delhi.

Through Rotary's International Travel and Hosting Fellowship (ithf.org) we arranged to stay with a lovely Rotarian family in Kathmandu, Nepal, for another five days following the tour. There we saw the orphanage they were helping to support, and flew over Everest. Our host family came to Boston to stay with us the following July.

After Susan and Sharon flew home, I spent a fourth week visiting some medical contacts in Kochi (in the south) and Mumbai and Aurangabad (in the west), learning more about healthcare for over 1 billion people.

In all I visited nine Rotary clubs and four hospitals, saw unique vistas from the Taj Mahal to the slums, and gained a greater appreciation of the diversity and challenges of India. Travel itself is an education. Through Rotary we have an invaluable opportunity to meet with local people, see first-hand how people live, learn, maintain health, and how Rotarians worldwide are making a difference.



Joyce, Susan, Sharon

Why the last mile is so important

<https://www.endpolio.org/why-the-last-mile-is-so-important>



Editor's Note: Even though this was featured in the Rotarian, it is worth a second look in this newsletter.

The Fellowship of Past District Governors
presents our second annual

An Evening With the RI Presidents

Friday, 31 May 2019
at the
Grand Elysee Hotel
Rotherbaumchaussee 10, Hamburg

in Hamburg's largest and grandest ballroom to celebrate
with RI Presidents, fellow Rotary leaders and your governor classmates.
6pm Cocktails and Fellowship
7pm Fellowship continues with Dinner

~Capture This Moment But HURRY~
Registration will close once we reach 450 attendees
We are almost there!

Register Now! US\$110
www.pdgsfellowship.org

**Rotary Public Image
Coordinators**

**Rotary Public Image
Coordinator Team
Zone 24 West**

Michelle O'Brien, RPIC
mobrien@kpunet.net
Rosie Roppel, ARPIC
rosie.roppe@gmail.com
Marjolein Lloyd, ARPIC
Marjolein.lloyd@icloud.com

**Rotary Public Image
Coordinator Team
Zone 24 East**

Carrie Jones, RPIC
carriejonesbooks@gmail.com,
Brian Thompson, ARPIC
rotarybrt@rogers.com

**Rotary Public Image
Coordinator Team
Zone 32**

Carol Toomey, RPIC
carolrotary@gmail.com
Laura Spear, ARPIC
laura@spear.net
Glenn Page ARPIC
glennpage@comcast.net



How To Create A New Event Experience Using Your Attendees' Phones!

By Michelle O'Brien, RPIC Zone 24 West

Ever organized a multi-day, large event, like a District Conference, PETS, or a Zone Conference? You already know how much work it entails. You need to figure out how to create an intriguing program, handle the attendee registration, and find a suitable location among other things.



Even more importantly, you have to give Rotarians a memorable experience.

Since everyone is on their phone anyway... Why Not Get Them Engaged with it at your next event? Using a live social wall feed will help you get the most out of your event.

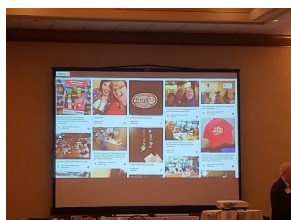
Walls.io is an excellent and cost-effective choice to run a live social media wall. I have deployed this easy-to-use technology at both the Montreal Zone Conference, and at Pacific NW PETS with much success!

It's actually easy, and user friendly.

Keep your attendees fully engaged by posing questions to them.

Throw out topics for them to discuss.

Create ads for your vendors to give them an extra value for being there.



As you keep driving the conversation at your event, live social feed walls also serve as an entertainment element that will maintain your attendees' interest. People love to read posts and see photos from their fellow attendees, guests, and event speakers.

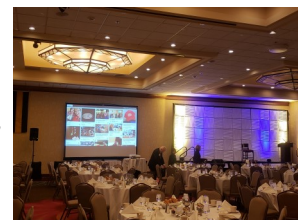
Seeing *their* photos displayed on the big screen is also a great incentive that will get your attendees engaging actively with your event activities. It's like a wall of fame that encourages people to post, share pictures or videos, give feedback and much more. We have found that they feel more involved.

Also, having your attendees Tweeting, Facebooking and posting on Instagram about your event means that their followers, whether or not they are at the event, will also be seeing and talking about it. What better way to gain visibility (and future attendees) for your event?

As long as you keep it interesting for both your guests and others who might be engaging from afar, your event's visibility moves from blah to "I wanna be there" in a short plenary or two.

Suggest to your speakers that they should post about your event. Your event will look more awesome with a seal of approval from your VIPS. You will also get access to their pool of social followers.

Remember to also display our Rotary brand using the correct logo. Kick it up a notch by feeding in Rotary International Videos and pre-schedule them to appear!



Be creative while designing your wall. Choose a font style, theme, display style and layout that reflects your event's style. With the many customization options available, you can change the color and layout to go with that of our Rotary brand.

This really cool tool, from Walls.io costs a mere \$250 per month! This way you can fire up your social wall and encourage attendees to post ahead of time that they are attending, PLUS capture the fun at your own event.

Questions? Mobrien@kpunet.net



Don't Miss... Beyond Borders Celebration

Make it your goal to
join the
Zones 24 & 32 team
in Hamburg
Sunday, June 2nd
7-10 PM
Beyond Borders
Celebration
at the
FC St. Millerntor
Stadion

Cash Bar & Buffet Dinner

\$85 USD before April 1st, \$99 USD after April 1st.

Register today! <http://tinyurl.com/2019Hamburg>

Calendar of Events

April 5, 6, 2019—D7040 PETS/
DTA, Cornwall, Ontario

May 31, 2019— An Evening
with the RI Presidents, Grand
Elysée Hamburg · Hamburg,
Germany

June 1-5, 2019 — RI Conven-
tion, Hamburg, Germany

June 2, 2019—Beyond Borders
Dinner, FC St. Pauli Millerntor-
Stadion, Hamburg, Germany

September 19-21, 2019 —
Zone 24-32 Conference, Niaga-
ra Falls, Ontario, Canada
[Register here](#)

January 19-25, 2020 — Inter-
national Assembly, San Diego,
California

June 6-10, 2020 — RI Conven-
tion, Honolulu, Hawaii.

June 12-16, 2021— RI Conven-
tion, Taipei, Taiwan

June 4-8, 2022 — RI Conven-
tion, Houston, Texas

2023 — RI Convention, Mel-
bourne, Australia

2024 — RI Convention, Singa-
pore

2025 — RI Convention, Calgary
(tentative)

Find the answers

Don't forget our other elec-
tronic and social media com-
munications tools for the Zone:
Website:

www.rotaryzones24-32.org

Facebook:

[Rotary Zones 24 and 32](#)

Blog:

<http://greatideastoshare.com>

Zone 24-32 Conference



[Register here](#)

Niagara Falls 2019

People Coming Together

Spring Has Sprung!

LET'S GROW NEW LEADERS



HOW TO PROPAGATE SUCCESS....

*nominate an emerging leader
from your District to attend
Zone 24&32 Conference in
Niagara this year & we'll
give each District \$400 CAD
to help someone attend!*

Register and get in on the fun...
<https://portal.clubrunner.ca/.../2019-niagara-conference>



Niagara Falls 2019

People Coming Together



September 19th-21st

Current District Governors determines the final awardee. Awardee must be a first time attendee, regardless of age.