



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



February 2019

Our Left Border...

Lots of discussion in the USA over the past weeks about borders. This column has nothing to do with that. It is instead about our left border. The border that appears in each edition of our newsletter to the left of this column and on the pages that follow.

February is Peace and Conflict Prevention/Resolution Month in our organization. Oh my, could we use a healthy dose of that. And yet, while the world that we live in seems at times to have an overwhelming amount of conflict, you, through your work in Rotary, fight that battle for world understanding and peace every minute of every day. Your efforts and our collective efforts make a difference. Never doubt that. Stay the course.

The fact is though that in order to have a bigger impact on, and a better chance of reaching our goal of world understanding and peace, we need our organization to grow. We need, as President-elect Mark Maloney proclaimed recently at our International Assembly in San Diego, to Grow Rotary.

Back to the left border. If you scroll through the pages of this newsletter, you will see names, contact information, and resources for everything you could possibly need to Grow Rotary in your district in the boxes with the yellow background. All of the folks listed in the left border of this publication have been trained to help you. It may be each of our responsibility to Grow Rotary, but you don't need to go it alone. You don't need to reinvent the wheel. We can help you.

No matter what the subject matter expertise or position in the organization, we need all hands on deck to work on this. No longer can we Grow Rotary by simply adding members to our existing, traditional clubs. It will mean new clubs in all districts and lots of them. (E Clubs, Satellite Clubs, Passport Clubs as well as traditional clubs)

New clubs mean more money for The Rotary Foundation to accomplish more projects. New clubs mean more visibility (public image) so that our brand is better understood. Growing Rotary is the only way we will stay relevant in North America for the decades to come. It's up to us to make that happen. All of us. Each of us. You. So, can your district add one new club by the end of this Rotary year?

Each of the categories in the left border has a piece of the puzzle to Grow Rotary. They all though have something in common. They aren't mind readers. They don't know you need help unless you reach out to them and ask. They can't add value to your district or your district events unless you contact them.

So, we take this opportunity to honor all of those listed for their dedication, commitment, and hard work. We appreciate you. All of you out there on... Our Left Border.

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

Energized and inspired DGEs have all returned from the International Assembly in San Diego; ready to show how **Rotary Connects the**World. What an incredible experience, which could not have been achieved without the amazing group of facilitators and trainers! A big shout out to our own Marty Helman, as well as Denis and Maureen Boyd for a job well done!

International Assembly is really the beginning for our DGE's. Past zone institutes and other training events are important steppingstones; however San Diego is where it all becomes real. Delegates are exposed to the ways in which Rotary is changing the world,



saving lives, improving living conditions for millions, as well as being a true champion for peace in a world where conflict has become the norm. Adding to this energy and inspiration, this year's assembly saw the first Rotaract participants not only on the plenary stage but participating in breakouts.

Although it may not currently feel like it, spring is not too far down the road! As our DGE's prepare themselves for that target date on July 1st we must acknowledge the fabulous work of our current DG's and their districts. I have had the opportunity to speak to many of the 2018-2019 Governors and learn about the projects they are championing in their own districts, incredible talent to say the least. This is an exciting time!

And what of the future, further down the road? Many of you have asked about the 2020 Zone Institute, the dates of which I can happily confirm as September 21-26, 2020. We continue to work hard to determine location and venue to bring you value and a transformational program. Stay tuned!

Have you registered for our Beyond Borders Dinner in Hamburg?

Five reasons to attend:

- 1. Historically a sold-out event! Don't wait to get your tickets!
- 2. Buffet sit-down dinner!
- 3. Reconnect with old friends and make new friends!
- 4. Visit a German Football Club stadium walking distance!
- 5. Early bird pricing ends as of April 2, 2019

Please visit: www.RotaryZones24-32.org to register. I look forward to seeing each of you there.

In the meantime, stay humble, stay positive, and continue to inspire change.



Collaboration in District 7170

By Jeff Smith, District Governor in 7170, Zone 29



Rotary encourages collaboration within and outside of our

organization in order to make a bigger impact. District 7170 in the Southern Tier of New York State is collaborating with Health for Haiti, an accredited program at SUNY Broome Community College to provide a partnership to improve the prospects of a rural community, Grande Saline. Other collaborations within our District involve Opioid abuse, community development and environmental sustainability. These partnerships multiply our impact and support the "People of Action" brand.

Health for Haiti is SUNY Broome's first faculty-led credit bearing, global service learning course. Launched in January 2014, the focus of this interdisciplinary four-credit course is to engage college students in a unique community development effort that seeks to combat the effects of poverty in Haiti.



Students explore the dynamics between poverty, education, and health care by engaging in service projects that have taken 85 students to Haiti. The projects go beyond simply providing aid and seek to create sustainable solutions that

empower the community. The experience has been truly transformational for the students.

"This trip is by far the most amazing thing I have ever done. I truly believe that this trip has changed me as a person. I feel more educated on worldly matters, I have gained a bigger understanding for just how privileged we are here in the US. I will never go a day without thinking of the people I met. Thank you for this amazing, life changing experience".

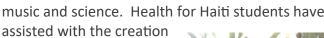
2018 Health for Haiti Student

Rotary supports the program through promotions, funding and direct support for solar development. In 2014 the community of Grande Saline did not have access to clean water, sanitation or electricity. Today through collaboration in our community and in Grande Saline the following has been accomplished:

- Creation of a holistic plan for community development.
- Installation of a water treatment system donated by the Pall Corporation and managed by local community members.
- Development of solar projects for classrooms and sewing machines.



- Provision of sanitation equipment, medical and dental clinics and the application of sealants to reduce the potential of tooth decay
- Development of community gardens and a school lunch program
- Ever expanding education programs that include hygiene, reproductive health, cholera, nutrition, computer literacy, art,



Increased economic sustainability through business development, fees for clean water and gardening.

of five classrooms.



Rotary District 7170 is proud to be one of the many partners to Health for Haiti. Our International work is going to benefit from this experience. Within our communities our District is fostering collaboration for community development, and environmental sustainability. One of our first accomplishments is the development of a Global Grant to combat opioid abuse. We are starting our fourth year with a transformational collaboration for one of our communities. By the end of the year we will have a strategy for environmental sustainability. Sustained collaboration can transform communities and Rotary.

Impressions of the 2019 International Assembly

ROTARY CONNECTS THE WORLD Rotary connects the world – and last month, the world connected with Rotary at the 2019 International Assembly in San Diego. The crowd of 525 District Governors-elect and their partners, senior Rotary leaders, Training Leaders, observers, committee members and staff was aug-

mented by 60 Rotaractors. They had been selected from more than 3000 of their peers from around the world who sought out the opportunity to be part of this assembly.

A great deal of the discussions on the plenary stage and in the breakouts had to do with change and the need to improve diversity in Rotary. Last year marked a record no one wants to emulate – Rotary's overall membership numbers took a dip below 1.2 million. We've been talking about membership for about a decade now, but talk isn't the answer – action is. And demographics suggest that the action must be to change Rotary to better reflect the needs of younger professionals.



That's part of the reason why RI president Barry Rassin is putting such an emphasis on Rotaract – especially community based Rotaract. And why President-elect Mark Maloney invited the Rotaractors to join the Governors-elect in San Diego. These young people joined the breakouts on Thursday and Friday, and added greatly to the discussion.

By Marty Peak Helman, Training Leader, 2019 International Assembly

For example, in the public image breakout, after the Governors-elect tried their hands at writing a social media People of Action ad, the Rotaractors critiqued it, and I think added a great deal of wisdom to the "why" and "how" of attracting and engaging their year group. That afternoon, in the membership breakout, the Rotaractors made clear that — while clubs designed for younger members are part of the answer, they are not the whole answer — that some Rotaractors join Rotaract specifically to gain the mentoring that only older members can offer. "We may know how to use social media," one of them explained, "but you have the stories. We need you for that."



To be a Training Leader at the International Assembly is to be in rarified company. Already, three of my fellow trainers from 2018 have been selected to be RI directors – that number includes our own Valarie Wafer, of course. But

more important, to be a Training Leader is to be able to help

mold and enthuse the next year group of District Governors.

This year, I was joined in representing our Zones by Dennis Boyd of District xxx. Meanwhile, his wife Maureen Boyd helped facilitate with the partners.





2019-20 Zone 24/32 District Governors. (and NewYork/Michigan) Photos Rotary International

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 Laureni, ARRFC
jlaureni@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

What Are You Doing for Others?

By Ian MacPhail, President Rotary Club of Port Moody, District 5050

"Life's most persistent and urgent question is, what are you doing for others?" (Martin Luther King Jr.)

Like many of you we are immersed in a situation where you really feel like you are making a difference and no matter how small, it feels great! It's why we became Rotarians after all — and as a bonus it comes with an international fraternity of like-minded souls.

We have come to see that picture clearly with a VTT-Humanitarian Global Grant in Ecuador. Building on the 10+ year mission work of True North Mission, a Calgary based orthopaedic surgical group, the Rotary Club of Yanuncay stepped up and offered their outstanding hospitality and community support.

As so often happens the connections one makes in these exchanges led to an enthusiastic discussion with Fernando Vargas (then president) and members of the Rotary Club of Yanuncay about how we might help further. Thus, was born the concept of a screening and prevention program for hip dysplasia and cervical cancer with the University of Azuay (UDA) and affiliated Hospital Funadacion Jaramillo. A hospital strongly supported by the Pablo Jarmillo Foundation specifically for women and infants. Could there be a more perfect match?

Taking the concepts of prevention to heart, medical professionals at the Jaramillo Hospital and TNM collaborated on a screening program for cervical cancer in women using VIA (Visual Inspection with Acetic Acid), a technique that paints the cervix with diluted acetic acid. Visible change can indicate pre-cancerous lesions which can be treated by cryotherapy, or referral to the medical system for follow up.



Additionally, a screening program for hip dysplasia in infants was also developed including measuring the acetabular index (acetabular angle) and physical examinations evaluating normal joint motion (Barlow & Ortolani Tests). Screening programs in hand, the Canadian team collaborated with medical staff headed by Hospital Director Marcelo Aguilar and coordinated by Dr. Pedro Martinez, to provide training (VTT), workshops both in Cuenca and El Valle. As part of

the training programs some 2,000 prospective patients are intended to be examined.

The next step is where Rotary especially shines! Utilizing the global grant process and relationship with the government of Canada, led by the Rotary Club of Port Moody, District 5050, significant support from the Rotary Club of Calgary and help from the Rotary Clubs of Sedro Woolly and Oro Valley, we were able to secure a grant of \$177,580 USD.

To date we have completed 2 trips with a third due in March. We have had six video-conferences. We are nearing 1,000 patient examinations and helped provide training for numerous specialists, GP's, family physicians, post graduate professionals, other medical professionals and for two health fairs directed at community education, all of which will lead to sustainable practises.

Have we met Dr. Martin Luther King Jr.'s question? I'd say its a very good start and while we have some way to go, we are well on the way up and onward!!

ANNUAL FUND - DISTRICT PROGRESS REPORT-Zone 24

District	Members Current Fiscal Year	Members Last Fiscal Year	# of Clubs	# of Clubs w/goal		District Goal Current Year	Annual Fund YTD	Annual Fund LYTD	YTD % Change	Total Giving YTD
57	374	415	24	. 8	33.3%	\$590	\$2,598	\$761	241.4%	\$4,909
5010	1,731	1,720	40	32	80.0%	\$221,435	\$341,667	\$362,870	-5.8%	\$440,305
5040	1,442	1,406	51	43	84.3%	\$178,075	\$277,886	\$296,976	-6.4%	\$880,927
5050	2,511	2,572	58	57	98.3%	\$333,079	\$375,966	\$416,560	-9.7%	\$695,009
5060	2,637	2,689	57	40	70.2%	\$338,625	\$384,494	\$442,071	-13.0%	\$546,262
5360	1,845	1,888	46	30	65.2%	\$799,393	\$908,122	\$979,673	-7.3%	\$1,311,228
5370	2,130	2,182	57	56	98.2%	\$277,616	\$334,603	\$341,504	-2.0%	\$606,017
5550	1,386	1,404	47	20	42.6%	\$73,230	\$234,906	\$189,217	24.1%	\$483,441
6330	1,712	1,771	56	53	94.6%	\$137,065	\$184,724	\$223,328	-17.3%	\$342,278
7010	1,510	1,554	41	29	70.7%	\$168,822	\$253,324	\$230,787	9.8%	\$371,872
7040	1,814	1,858	68	35	51.5%	\$82,956	\$166,504	\$161,626	3.0%	\$321,021
7070	2,003	1,977	54	54	100.0%	\$213,062	\$259,959	\$299,184	-13.1%	\$692,452
7080	1,614	1,641	49	29	59.2%	\$113,149	\$227,280	\$264,023	-13.9%	\$400,600
7090	2,124	2,207	68	46	67.6%	\$173,660	\$274,294	\$301,400	-9.0%	\$538,904
7790	1,675	1,723	49	33	67.3%	\$103,474	\$125,723	\$142,482	-11.8%	\$209,398
7810	1,116	1,128	40	24	60.0%	\$65,854	\$86,171	\$76,675	12.4%	\$1,260,701
7820	1,521	1,569	46	46	100.0%	\$81,950	\$127,457	\$127,593	-0.1%	\$318,856
17	29,145	29,704	851	635	74.6%	\$3,362,035	\$4,565,677	\$4,856,731	-6.0%	\$9,424,179

ANNUAL FUND - DISTRICT PROGRESS REPORT-Zone 32

District	Members Current Fiscal Year	Last Fiscai	# of Clubs	# of Clubs w/ goal	% of Clubs w/ goal					Total Giving YTD
7210	1,594	1,604	56	29	51.8%	\$98,150	\$62,556	\$67,326	-7.1%	\$87,124
7230	1,120	1,212	43	10	23.3%	\$43,400	\$44,076	\$58,278	-24.4%	\$159,087
7255	1,724	1,742	71	6	8.5%	\$14,300	\$45,153	\$44,016	2.6%	\$75,893
7390	2,311	2,314	43	24	55.8%	\$179,600	\$162,716	\$164,967	-1.4%	\$383,737
7410	1,101	1,094	42	9	21.4%	\$38,800	\$30,685	\$25,292	21.3%	\$38,460
7430	1,744	1,777	45	43	95.6%	\$187,000	\$96,439	\$83,971	14.8%	\$170,444
7450	1,382	1,410	51	30	58.8%	\$106,250	\$72,525	\$91,644	-20.9%	\$114,507
7475	2,062		84	87	103.6%	\$168,220	\$148,394			\$1,042,946
7490	1,175	1,207	50	13	26.0%	\$15,810	\$24,807	\$29,189	-15.0%	\$28,715
7505	2,154		77	48	62.3%	\$111,250	\$55,432			\$82,721
7780	1,618	1,617	40	34	85.0%	\$171,800	\$99,407	\$112,075	-11.3%	\$187,688
7850	1,365	1,416	41	8	19.5%	\$24,519	\$57,332	\$59,588	-3.8%	\$102,478
7870	2,018	2,084	59	5	8.5%	\$19,600	\$71,032	\$72,683	-2.3%	\$124,395
7890	1,970	2,045	59	48	81.4%	\$141,350	\$78,158	\$108,594	-28.0%	\$104,827
7910	1,306	1,387	50	35	70.0%	\$141,820	\$53,072	\$66,323	-20.0%	\$96,034
7930	1,776	1,774	47	25	53.2%	\$84,400	\$77,996	\$72,848	7.1%	\$266,582
7950	2,084	2,149	65	22	33.8%	\$53,451	\$57,372	\$54,196	5.9%	\$94,075
7980	2,071	2,110	58	52	89.7%	\$260,750	\$129,414	\$134,546	-3.8%	\$225,131
18	30,575	31,270	981	528	53.8%	\$1,860,470	\$1,366,567	\$1,419,390	-3.7%	\$3,384,843

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

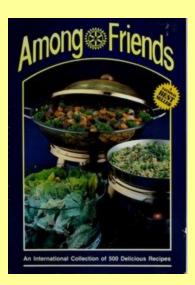
Carolyn Ferguson,
Zone 24 Major Gifts Officer
carolyn.ferguson@rotary.org
Amanda Lawson,
Zone 32 Major Gifts Officer
Amanda.Lawson@rotary.org

End Polio Now Coordinator Team

Linda Robertson, Zone 24 West Irrotary@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



Two D5370 Rotarians receive PolioPlus Pioneer Award!

By Linda Robertson, End Polio Now Coordinator, Zone 24W

In January 2019 Albert Miller, Past District Governor, District 536 (now 5360 and 5370), member of the Rotary Club of Westlock and Walter Sczebel, former member of the Rotary Club of Westlock, currently Honorary Member of the Rotary Club of Mornville were announced as recipients of the PolioPlus Pioneer Award. Albert and Walter will be awarded their Award Crystals at a District event in June 2019.



PDG Albert and Florence Miller

The PolioPlus Pioneer Award is an excellent way to focus on End Polio Now as well as honoring the outstanding personal efforts of members' advocacy and efforts prior to November 1, 1999.

The award was originally established in 1996 and discontinued in 1999. It was reinstated by the Trustees in 2017 as the goal of a polio free world draws near to recognize those individuals who may not have received it between 1996 – 1999.

Albert was District Governor in 1988-89. During that year the district was one of the largest contributors to the PolioPlus campaign. More that a quarter of a million dollars US was contributed to Polio that year. Thirty years ago, the Canadian dollar exchange rate was about the same as it is now, so the \$254,000.00 US was about \$325,000.00 Canadian, a huge accomplishment back then.

It was the "Rotary Polio Train" - horse drawn covered wagons accompanied by Rotarians and an iron lung travelling 550 miles (880 km) that let everyone know Rotary was serious about eradicating polio. The story of the "Rotary Polio Train" is well



documented in the March 1988 edition of The Rotarian. The story indicates that more than a million dollars was received in pledges and cash. The covered wagons travelled to the 1987 Calgary District Conference, stopping in communities to visit Rotary Clubs and schools along the way. Walter was the wagon master. Albert provided

leadership with the logistics of assembling the teams of horses, outriders, cooks and supporters. Albert didn't ride in the wagons but followed behind with his wife Florence in their motor home to help where needed.

Among Friends, a Rotary cookbook, was produced in 1987 by this same district. More than 100,000 copies were printed. The original book was a Canadian Best Seller. A second edition was printed in 1988. District Governor Albert promoted this cookbook to all 59 clubs throughout all of Alberta, parts of Saskatchewan, British Columbia and the Northwest Territories during his visits. The cookbook was the major fundraiser for the polio campaign, with a story about it also in The Rotarian of March 1988.

Every district has Rotarians that have made significant contributions to help us get to where we are today on polio eradication. Researching and hearing those personal stories helps current Rotarians appreciate the work and commitment of the polio pioneers. Let's find the stories, share them and nominate Rotarians for the Polio-Plus Pioneer Award. Deadline for the next nomination will be October 1, 2019. Nominations for this award can be made by any Rotarian and the recipients are selected by a committee appointed by the Chair of the Trustees. Here is the link to the nomination criteria and the nomination form:

https://my.rotary.org/en/document/polioplus-pioneer-award

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
lan Ferguson, ARC
scotchtown15@gmail.com
Claude Martel, ARC
claude_martel@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
Brianne Haxton, Manager,
Membership Services
brianne.haxton@rotary.org
Diana Edwards, Regional Membership Officer
diana.edwards@rotary.org

Starting, or re-starting, a New Club

By PDG Joe Dino Jr.,04-05, D7490

There are several reasons to start a new Rotary Club, the most common approach is starting a club from scratch where one did not exist. There may also be an opportunity to re-start a club that was closed for many years. That was the case for the Kearny Rotary Club. Established in the 1930's, the club had 50 -60 members in the late 1990's. When Past RI Treasurer & Director Carmine Torsiello passed away the rest of the club lost interest. Carmine was the "spark plug" and mainstay of the club. Sadly, members allowed the charter to lapse and the club disbanded.

Three years ago, when facilitating at RLI, an incoming Club President introduced himself and he said he was interested in restarting the Kearny club as his business was transferring him there. Anthony Delucca was incoming Club President in a different district. By far, the most important ingredient in starting a club or restarting a club is to have a "spark plug," an individual dedicated to starting a Rotary Club. This was Anthony!

Over the next three years Anthony and I took systematic steps to rebuild Kearny Rotary. First, we located past members still living in the area. We asked each for any interest to restore the club. Two individuals had joined a club in an adjoining town and didn't want to leave their present club. Next was to contact city leaders - the mayor, council members, fire and police chiefs, superintendent of schools. We set up personal contact meetings to explain Rotary. This was the most effective way to invite community leaders. Emails and or just telephone calls are easily ignored.

Establishing scheduled meetings at a specific time and day, regardless of the number of attendees, is vital for the club to develop. Doing small projects that do not involve a lot of money but help the immediate community, is another important strategy. We regularly invited District Leaders to attend the meetings to give support and to educate new members. Social media played a big role. We found new members among the speakers (found from service organizations) - many didn't know anything about Rotary until attending as a speaker. We targeted women's groups and young professionals to give the club a wide diversity. We didn't to want to depend on the retired "older man" demographic. This concentration was productive and resulted in a broad diversity among charter members. The result is a club that's predominately female and the average age is under forty.

To recap our steps: identify a meeting location and find your "spark plug". Quickly choose a meeting day, time and place. Reach out to the community for speakers, educating as many people as possible as to Rotary's goals and ideals. Do as many projects as possible - both community based and international. Advertise service projects through media, newspapers, blogs, social media, and word of mouth: this will establish good public relations and interest in the community for Rotary's unique contributions without which Rotary Clubs cannot exist and grow.

And finally, make your Rotary meetings fun. This is a priority! People enjoy the camaraderie and all the positive benefits a Rotary Club has come to contribute to the world for well over a century, since 1905.

Ed: Kearney (NJ) Rotary will officially re-charter in Spring 2019.



Is there a Rotary Membership Doctor in Your District or Club?

Rotary District 7450 (Philadelphia, PA) recently conducted a very effective "Membership Matters" seminar

repeated in 3 locations within their District. The program germinated from the "Priority One" seminar in Zone 25/26. Producers of the Membership Matters seminar, District Membership Chair Karen Mazzarella-Russo and PDG Dave Haradon shared, "There is so much info about Rotary membership growth available, we decided to distill it down and focus on actionable content that can easily be applied at the Club level."

The Rotary Club Health Check was a valuable tool for attendees to objectively assess their Clubs in the areas of the culture, service, socials, membership growth, improved public image and operations. Drs. Karen and Dave helped seminar attendees conduct a thorough self-examination using the Health Checklists to make improvements for both their clubs and their communities.

The Seminar also examined other membership related topics including:

- 1. Why membership matters
- 2. Growing our existing clubs
 - Rotary Club Health Check
 - improving a club's culture
 - keeping members through involvement
- 3. Creating our future clubs
 - new innovative Rotary Clubs
 - why start a new Rotary Club
 - how to start a new Rotary Club

- -Rotary International resources
- 4. Top reasons for a club's membership growth
 - actions, priority, events, campaigns
- 5. Getting in action "Just Ask", "Just Join", "Just Make A Difference"
- 6. Membership matters 2020 members in year 2020: let's grow together!



Our emphasis on membership growth through our 3 year "JUST ASK" campaign has captured people's attention. It's all about making a difference in someone's life via a 5-minute conversation. Once we understand what is happening in a prospective member's world, we then fit the possibility of Rotary into their life and "Just Ask" them to JOIN. As part of the process, we teach our current members how to listen to future members' voices; this allows them to discover Rotary's value for themselves.

"The newly designed Rotary International membership resources are really GREAT! We are working very hard to bring these new resources and ideas to our Clubs to both encourage and support their membership growth efforts." said Dr. Dave. Dr Karen added, "It does take a LOT of work by everyone and we are committed to making a difference in the lives of all our future members that we have not even met yet by getting them to Join Rotary."

A complete PowerPoint presentation and Resource Manual is available from the D7450 "Membership Matters" seminar on the Zone 24/32 website at: http://bit.ly/RotaryMM

Membership Video

By Lawrence Furbish, ARC, Zone 32

This month's video.has to do with whether or not your club is really welcoming. It is Part I with Part II coming next month.

Here is the link https://app.vyond.com/videos/d347872a-6edd-462e-9b14-fc27371542b3



Rotary Public Image Coordinators

Rotary Public Image Coordinator Team Zone 24 West

Michelle O'Brien, RPIC mobrien@kpunet.net Rosie Roppel, ARPIC rosie.roppel@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



The Forgotten Social Media

By Carrie Jones, RPIC, Zone 24 East

Although many clubs and districts are spreading word about Rotary activities via Facebook, Twitter, and Instagram, a lot of us are missing out on the opportunities that Pinterest affords nonprofits. Pinterest has over 200 million monthly users and is used by half of the much sought-after millennials in the United States. About 68 percent of U.S. women between 25 and 54 use the platform. About 40% of all new users are men.

Pinterest is a place where people look to be inspired. It's time for Rotarians to do the inspiring. Users create 'pins' to save images or videos. Other users then click on those pins, which act as links back to the source material. Users collate all their pins on boards, organizing them into collections. There are 100 billion pins on Pinterest.



It's easy for clubs to set up an account to promote their work and Rotary's. Simply go to Pinterest's home page and join as a business. The pins you create can direct users back to your page. Celebrating our members' stories is key to public relations, particularly at the club level. Stories that resonate bring in new members and inspire others to do good.

This January's "30 Years of Wom-

en in Rotary – A Celebration!" is a perfect Pinterest-worthy example of how a district or club can integrate public image in new and innovative ways, effectively giving club members and beyond 'buy-in' for both the events and the club itself.

"When I learned that 23 January 2019 was the 30th anniversary of the Council on Legislation's decision to offer Rotary membership to women, I thought, this is a perfect day for a celebration. I grew up in a Rotary family, and I have been an active champion for the role of women in Rotary since I became a member in 1999," DG Mary Lou Harrison from D7070 said. "While women are much more welcome in Rotary now, there is still resistance to our full inclusion, both in North America and elsewhere in the world. As opposed to some of my more activist promotion of women in Rotary (especially in leadership positions), I thought that a party would be an ideal way to promote and celebrate inclusion and accomplishments, share a little Rotary history, be inspired by female leaders, and network, all while having a great deal of fun."

The event celebrates women's achievements and contributions to Rotary, but before and during the event the district actively sought out the current women of Rotary, highlighting their achievements in quick videos, which they then blended into a montage.

"The video compilation will allow more people to participate in the event to demonstrate that women in Rotary are well worth celebrating!" Harrison said. "As part of our program, we're going to show a compilation of videos of congratulation and encouragement from around the world. We'll also show the videos all day on our <u>District's facebook page</u>." Now, they just have to share it to Pinterest, too!



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

Rothenbaumchaussee 10, Hamburg

Capture the Moment

in Hamburg's largest and grandest ballroom to celebrate with RI Presidents, fellow Rotary leaders and your governor classmates.

6-7pm Cocktails and Fellowship in the Grand Foyer

7-9:30pm Fellowship continues with Dinner

Calendar of Events

March 14-16, 2019—Great Lakes Rotary Multi-District PETS, Kalamazoo, Michigan

March 15-16, 2019—Rotary Empire Multi-District PETS, Syracuse, New York

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 Convention, Hamburg, Germany

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

September 19-21, 2019 — Zone 24-32 Conference, Niagara Falls, Ontario, Canada Register here

January 19-25, 2020 — International Assembly, San Diego, California

June 6-10, 2020 — RI Convention, Honolulu, Hawai.

June 12-16, 2021— RI Convention, Taipei, Taiwan

June 4-8, 2022 — RI Convention, Houston, Texas

2023 — RI Convention, Melbourne, Australia

2024 — RI Convention, Singapore

2025 — RI Convention, Calgary (tentative)

Find the answers

Don't forget our other electronic and social media communications tools for the Zone: Website:

www.rotaryzones24-32.org

Facebook:

Rotary Zones 24 and 32

Blog:

http://greatideastoshare.com

Zone 24-32 Conference – A GREAT Program in Store...

By Nabil Oudeh, General Chair and Ron Smith, Program Chair, Zone Conference 2019

Here are some of the Zone Conference speakers, with short bios. Enjoy.

Chad S. Priest, JD, MSN, RN



Chad Priest is Chief Executive Officer of the American Red Cross – Indiana; Adjunct Assistant Professor of Emergency Medicine; Program Director of the Disaster Medicine Fellowship Program; Adjunct Assistant Professor or Nursing; a Visiting Scholar at the Indiana University Center for Law, Ethics and Applied Research in Health Information, and an Affiliated Investigator at the IU Center for Bioethics. He was at the "tip of the spear" in the Ebola crisis that wracked West Africa and is deeply engaged in Emergency Medicine and Global Health. His presentations touch on all the human factors that interact to cause health crises and points out how Global Health affects us all and is impacted by all the factors that are Rotary's causes:

Peace, water & sanitation, disease prevention, maternal and child health, basic literacy and economic development. His keynote will touch on the adage... Think Locally, Act Globally!

As CEO of Indiana Red Cross, Chad will also share how Rotary can engage such community partners to increase our Impact and reach, as well as to grow Rotary.

Meridith Elliott Powell

Meridith is a Business Keynote Speaker & Business Growth Expert and speaks to Creating Ownership at Every Level: Profits at Every Turn. She was voted one of the

ership at Every Level; Profits at Every Turn. She was voted one of the Top 15 Business Growth Experts to Watch by Currency Fair. She is an award-winning author, with a strong background in corporate sales and leadership. Her career expands over several industries including banking, healthcare, and finance. She has worked her way up from an entry-level position to earn her seat at the C-Suite table. She is also a member of the prestigious Forbes Coaching Council.



Meridith is the author of four books, including *Winning in the Trust & Value Economy* (a finalist in the USA Best Book Awards). Her latest

book *Own It: Redefining Responsibility – Stories of Power, Freedom & Purpose* - these books identify how to build cultures that inspire ownership at every level to create profits at every turn. certainly, we Rotarians can learn a lot from her experience. Meredith was a Rotarian for 20 years. Her keynote will touch on the regional issues in Rotary and how to develop and engage regional leaders to increase Rotary's impact and reach as well as how to embrace change to grow Rotary.



Todd "Bowtie" Jenkins

Dr. Jenkins known as "Dr. Bowtie Todd", is the founder of Bowtie Leadership & Development, a company dedicated to bringing diverse people together to increase individual or organizational productivity and performance. He serves as a trainer, consultant, motivational speaker, life coach, and conversationalist.

Dr. Jenkins is a certified Leadership Management International Facilitator, Coach, and Speaker who has worked with several clients - small and large businesses and organizations throughout the world such as Korea, Taiwan, Africa, Mexico, and Brazil. He spends his life dedicated to helping others see their greatness through education, exposure, and best practices. His inspiration, energy, and motivation have been said to move mountains.

(Continued on page 13)



Dr. Jenkins was born and raised in the inner city of Columbia, SC. He is a first-generation college student and a proud alumnus of The University of South Carolina where he graduated Magna Cum Laude, receiving his B.S. in Psy-

chology and B.A. Sociology. He earned his Master of Science from Illinois State University and Doctorate from University of Arkansas. Throughout his undergraduate and professional career, Dr. Jenkins has served in various leadership roles, on multiple boards within higher education, professional organizations, non-profits and business in his community, both locally and internationally.

Dr. Jenkins continues to explore his strong passions through research, practices in leadership training, development for individuals and organizations, youth services and development, and intercultural conversations. Todd's doctoral dissertation focuses on Management, Leadership, Supervision, and Retention and will speak on Diversity and Inclusion as it relates to growing Rotary.

Jennifer Jones, Past RI Vice President & Director



Jennifer is the President and CEO of Media Street Productions Inc., an award-winning television Production Company in Windsor, ON. She is proud member of the Rotary Club of Windsor-Roseland

Jennifer served as the Vice President of Rotary International in

2016-2017. She has served the organization as a training leader, moderator, committee vice-chair, coordinator and President's Representative. She also played a lead role in Rotary's rebranding effort as the Chair of the Strengthening Rotary's Advisory Group. Currently, she is the co-chair of the End Polio Now – Make History Today campaign to raise \$150-million dollars and she is the promotions chair for the 2019 Rotary International Convention in Hamburg, Germany.

One of Rotary International's most recognized communicators, Jennifer has presented many keynote addresses and training workshops at hundreds of conferences. She has been recognized with many awards and recognitions including Rotary's Service above Self Award and the Citation for Meritorious Service. As champions of The Rotary Foundation, they are members of the Arch C. Klumph Society, the Paul Harris Society and are charter members of the Bequest Society. In Jennifer's keynote, she will join with RI Director Jeffry Cadorette to speak about "Coming Together" and the opportunities it brings to engage Rotarians, embrace change and grow Rotary.

Brittany Arthur

Past President of Rotaract Club Berlin and a board member of the Rotary International Joint Committee for Young Leaders and Alumni Engagement. Her life's work is dedicated to building relationships across generations and boarders. She was a main Master of ceremonies at the 2018 Rotary Convention in Toronto



In 2008, she received an academic merit scholarship from the Japanese Ministry of Education to study a double Bachelor of International Business and Japanese Language and interned at the Australian Trade Commission in Osaka. After the devastating earthquake in Japan in March 20111, Brittany went on to Germany as an Ambassadorial Scholar of The Rotary Foundation. In Germany she promoted peaceful and prosperous political, economic and socio-cultural bilateral relations.

Brittany is a world class speaker and TED talk presenter, her topics include attracting & engaging new talent, accessing new markets and innovation through diversity... something Rotary needs to do Brittany will lead off our Conference and speak to how Rotary Clubs can engage with their communities, develop leaders and grow Rotary.

