



February 2021 Zone 28 & 32:

two languages, four countries,
six time zones, Rotarians in Ber-
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United States.



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As the calendar changes to February, we enter the exciting and strategic time of preparing our leaders for the next Rotary year. International Assembly is the grand finale of our Governors journey to be the new district leader on July 1st and as is tradition the Rotary theme, focus and objectives of the next year are announced and incorporated into the message to prepare our leaders.

This tradition will continue this year, under the leadership of President-Elect Shekhar Mehta, but perhaps we will be setting new traditions as well. International Assembly, which has been held in San Diego for many years was to take place for the first time in Orlando, Florida. As you are aware, this event will now take place on a virtual platform (February 1-11). Rotary International and RIPE Shekhar have worked very hard to ensure the governors elect not only achieve the same training goals from previous years but also to be completely engaged in the assembly program as much as can be done from a virtual point of view. It is anticipated that this event will continue to be the highlight of the DGE experience, with many social events, celebrations and facilitated interactions scheduled. In next month's column we will reach out to a few DGE's to get their perspective, please support them all in the next few weeks!

February 23rd is Rotary's 116th birthday, a time of reflection and celebration. I find myself pondering the words of our founder Paul Harris;

"Rotarians are very much more favorably disposed toward action than they are toward words."

"The foundation upon which Rotary is built is friendship; on no less firm foundation could it have stood."

And my personal favourite:

"This is a changing world; we must be prepared to change with it. The story of Rotary will have to be written again and again."

I do believe that if Paul Harris were with us today, he would be proud of the hard work and initiatives across our two zones, helping those with isolation, PPE, vaccination advocacy, food security and much more. I wonder what he would think of our online success?

Happy Birthday Rotary! Be well everyone!



Editor's Note:

The announcement has just been made that our own Valarie Wafer has been appointed RI Vice President for the Rotary year 2021-22.

The Kessler Report—Brand Recognition

Over the coming years you are going hear and read this topic quite often from me as it is my belief that we have a tremendous opportunity in the area of brand recognition and public awareness. For nearly the first 100 years of our organization's existence we did most of our good works within the shadows not taking the credit and limelight we truly deserved. While this is an extremely altruistic and impressive stance to take it has us playing catch up as it relates to who we are and what we do in the public's eye. Over the past couple of decades we have made significant strides with our public image but now more than ever we must make sure people do not need to ask the question "What is Rotary" because our projects and our members are out there building the awareness we so desperately need.

A couple of months back I was brought up to speed on a project District 7890 had created; the **Rotary Million Mask Challenge**, originally featured in the November newsletter. Ted Rossi, a 20-year member of the Rotary Club of East Hampton, Connecticut has donated PPE masks to help stem the spread of COVID. The Rotary Million Mask Challenge has delivered upwards of 2MM PPEs, to first responders, essential workers, and needy community organizations throughout eleven Rotary Districts in seven States (Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, and New York). Every District that signed on to this project (at no cost to the District) had to make a commitment to publicize and invite local media to the event when they received their allotment.

News crews, journalists and radio stations all took part in the distribution events. Pictures were taken, speeches were recorded, and articles were written, all about Rotary giving away masks to those who needed them most. For those in the public that

did not know what Rotary is/does, they will now associate our organization with helping others. They just did another round of deliveries and brought in four more districts. The moral of this example is our logo needs to be on everything and everywhere. Every time we have a club project it is imperative that we invite the local press to share in the experience and see what we are about.

I do not know about you, but I feel like a day does not go by that I am asked "What is Rotary". If I can accomplish anything in my Rotary career it is to find ways for members to not have to answer the question or for a new member, who is excited about joining, to have to explain what our organization is to their colleagues, friends and family. Our organization should be synonymous with like-minded individuals who come together to network and serve our communities and the world at large. When we see the *swoosh*, we know it is Nike and it tied to sports, when we see the *golden arches*, we know it is McDonalds and think of food. When the public sees the *wheel*, they should know it is Rotary and think of the number one service organization in the world.

One way to help the public understand "What is Rotary" is to post and share a 30 second video Rotary International produced a couple of years ago explaining what we are. Please post and share it via your social media to be an advocate for brand recognition.

Link to ["What is Rotary"](#)



Rotary's Public Image, Dirty Laundry, Public Understanding of Us, Politics, Public Awareness of Us, Ego, Rotary's Brand, Social Media....

By PRID Jeffry Cadorette, Chair, Rotary International Communications Committee

In the title of this article above, which phrases/words don't ever belong together, and which do. Which phrases/words together can enhance our brand, and which when found together, don't? Hopefully, it is not a strenuous exercise to figure that out. For some it seems, it is.

Focusing on Facebook for now, many of our profile photos include a banner which says "Proud Member" or "End Polio Now" along with our mark of excellence, the Rotary Logo. Many of our profiles include our membership in our organization along with any current assignment that we might have. Many of the photos on our pages are of Rotary events (when we were able to hold them). Most of us have "friends" on Facebook who are also members. Most of us have "friends" who are not. Our brand and our posts get to both an inward facing, and also an outward facing audience. What could possibly go wrong?

On more occasions than this writer is comfortable with, there are posts that cross my screen where Rotarians either resign from our organization with a laundry list (dirty laundry) of all that is wrong with us, or wage battle with their club president or district governor, or someone else in a Rotary leadership position along with a litany of reasons why that person or group is wrong, and the poster is right. In either of those examples, our brand, and the public's understanding and awareness of us, is tarnished. Personally, I've never been a fan of someone who decides to take their ball and go home and tears down the organization on their way out the door. (Ego)

A similar phenomenon can happen when we espouse our deep-seated political views which get followed by endless comments, from the same side or the other side, which too often get ugly. Rotary is supposed to be apolitical. To both inward and outward facing "friends", that line can be blurred or obliterated by those posts, and our brand can suffer the consequences.

To my friends from the US, I'm not here trampling on your First Amendment rights to free speech. I'm simply asking that no matter where you're from, you use better judgement in what you post, no matter the topic, if the social media platform you're using is also used by you to promote Rotary.

We have 1.2 million brand ambassadors in our organization. You are one of them. We need each of you and all of you to promote and protect our brand and increase the public's awareness and understanding of us. Use good judgment when you post on social media. We have an incredible communications team on staff in Evanston to help you. We have Rotary Public Image Coordinators (RPIC's) who are listed on the left border of this newsletter to help you.

You can go to the Brand Center found in My Rotary at Rotary.org for tools and resources to help you. Know that your efforts are appreciated.



[Learn More](#)

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Ten Reasons To Open Up Your Rotary Facebook Page/Group

By Michael Angelo Caruso, Rotary Public Image Coordinator for Zone 28 East

Marketing is not as easy as it looks. And there's more to Facebook marketing than meets the eye.

Learning these marketing secrets is like un-kinking a garden hose so water can flow. One easy thing a Rotary page admin can do is to open up the FB page for posting and comments.

Rotarians, in general, are a "safe" community. True, conscientious FB page admins have the ongoing task of monitoring posts and the message mix, but that's part of the job. Enforcing clear page guidelines such as "be nice" and "no self-promotion," is a small price to pay for a vibrant and active Facebook following.

Here are 10 good reasons to open up your Rotary Facebook page/group:

Get more engagement. People don't want take orders; they want to take part. Let more people behind the wheel once so everyone can enjoy the ride.

Improve retention. Your Rotary Facebook group or page, much like Rotary itself, is more interesting and dynamic when the Timeline is filled with diverse perspectives.

Take the weight off page admins. FB page admins who don't allow posting have to generate *all* the content for the Timeline. Admins who allow others to post exercise crowd sourcing in efficient and creative ways.

Practice transparency. Avoid maintaining multiple pages. Get everything done with a page that serves the club *and* the public.

Measure results and status. Next to club attendance and Foundation giving, Facebook engagement is one of the best indicators of a vibrant club or District. Use FB analytics to measure: - Page views- Post engagement- Actions on page- Facebook ad performance Dan Dubreuil, Assistant Rotary Public Image Coordinator in Zone 28E, teaches these strategies and is happy to speak to your club about it.

Enjoy more variety. Fresh faces and personalities make Facebook groups and pages more interesting. Open posting allows for more expression. I can't tell you how many times I wanted to compliment a club or a District and was not allowed to post on their Facebook page, even after I had Liked or Joined.

Condition new members to participate. The ability to post is an open invitation to expression (and vice versa). Yes, admins will have to temper or delete the occasional rogue post, but having an open page maintains a constant pipeline for dialog with new members.

Create more leaders. Give others the spotlight. This allows future Rotary leaders a chance to find their voices and build followings of their own. Opening up your Rotary group also makes it easier to find future page admins!

Be a good role model. When your engagement is high and your Timeline is alive with interesting personalities, other Rotarians will notice and model your success. A rising tide raises all boats.

Get full benefits of your Facebook activities. So, open up posting and comments so you can inform, amuse, invigorate, entertain, educate, inspire, congratulate, and promote.

There's a lot at stake.

Avoid arrested development with your Facebook marketing. Start over if you have to but find ways to grow your Rotary FB following. The very survival of your club is at stake.

Share this article with your favorite FB page administrator and let's get the word out.



Calendar of Events

February 1-11, 2021—Virtual International Assembly

March 10, 2021—Director Dialogue

April 17-24—Great Lakes Watershed Cleanup

June 12-16, 2021— Virtual RI Convention

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

2023 — RI Convention, Melbourne, Australia

2024 — RI Convention, Singapore (tentative)

2025 — RI Convention, Calgary (tentative)

Zone 28 & 32

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Find the answers

Don't forget our electronic and social media communications tools for the Zone.

Website:

www.rotaryzones28-32.org

Facebook:

[Rotary Zones 28 and 32](https://www.facebook.com/RotaryZones28and32)

**Peace and Conflict Prevention/
Resolution Month**



Quickly and Easily Reach Out to Members Who Cannot or Will Not Attend Zoom Meetings

By Michelle O'Brien, RPIV, Zone 28 W

The struggle is real. Your club leadership makes efforts to try and enliven the current "COVID regular" mode of meeting for many clubs. Zoom. It can be exhausting!

Whether your clubs are small, medium, or large in size, it seems as if there are always a cadre of folks who are not present at the virtual meetings. Rarely, and if ever. In most cases, it's not because they are not unhappy with Rotary. In other cases, it might be that they are simply not so tech savvy. In almost all cases, we hear from these folks how much they miss the camaraderie and friendship of their fellow Rotarians.

But these anti-Zoom folks most often DO check their email. So how do you reach out to these valuable Rotarians to let them know we care?

I've found a very cool tool recently that allows you to reach these folks, albeit in a small yet meaningful way. **Tribute.co** is a website that literally offers millions of smiles and tears of joy. Not only for your members, but probably your stymied Club Presidents who might be scratching their heads trying to garner enthusiasm amongst members.

Whether it's birthday or any other special occasion for your Rotarians and friends, Tribute.co offers an online platform where people can record short video messages of congratulations or well wishes, and the message gets compiled and sent to the recipient.

Tribute is technology-driven, so it's faster and easier to build collaborative video messages that celebrate the people you love on special occasions. The platform emails reminders periodically to your participants (invites to participate, reminders, and final reminder), and allows your folks to easily record and upload short videos right from their desktop or phone. Bonus! Zero technology savvy needed.

Currently the company is offering a free version temporarily due to COVID, or you can pay a small fee to have a concierge help you through it--all the way down to editing. Although, with their templates and format, editing is really just drag and drop, and they drop in pre-made templates with messages like, "Happy Birthday!"

Overall-- Tribute is a super easy and tantalizing way to keep in touch with your members who may have lost engagement somewhere along the way with the omnipresent Zoom platform.

Definitely a small gesture with big results. Check it out: <https://www.tribute.co/>

ELEVATE ROTARACT: OKAY, BUT HOW?

JOIN ZONES 28 & 32
INNOVATIVE CLUB ADVOCATES
AS THEY DISCUSS THE REALITY OF TRULY
ACHIEVING THAT GOAL IN YOUR CLUBS
AND DISTRICTS ACROSS THE REGION!

FEBRUARY 16, 2021 AT 7PM ET



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Innovative Club Advocates

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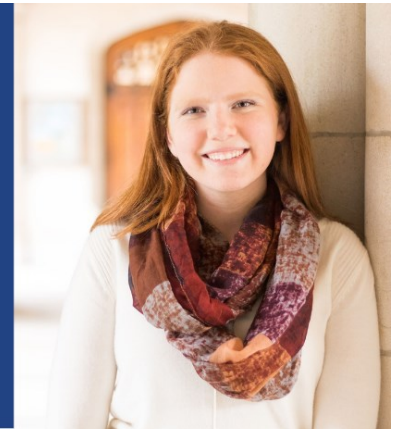
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Passport to Rotary's Future



Zones 28 & 32



Dilynn Kessler



President Samantha Alveranga



Oliver Kish

By Cecily Smith, Innovative Club Advocate, Zone 32 ARC, RC Metro NYC

District 7210 in NY just chartered a new Rotary Club - a Passport Club created with innovation at its core, to allow its members to be a part of the Rotary family **IN WAYS THAT WORK FOR THEM!** And with two second generation Rotarians, two Rotarian transfers, and eight former Rotarians, it offers ways for a range of people to be active in Rotary. We talked to some of the those involved:

President Samantha Alveranga (a part of the Rotary Young Professionals Summit @ Bear Mtn and previously a Rotarian in another 7210 club):

"As a new wife and mother, who recently just began her adult 'career', I definitely had one foot out the door when it came to Rotary. I still attended events but was missing both club and committee meetings and was feeling guilty about not being able to commit as fully as I wanted to. Then when Larry Palant approached me about being a part of the Passport Club, I thought it was something that could definitely fit into my schedule. However, I must have missed a meeting because now I'm the president of the club!

Our club is made up of people, who for one reason or another, whether it be hectic school schedules, family life, or involvement in other community service programs, come together as Rotarians to serve our communities as best we can. Our meetings are less frequent, our dues are lower, and we only meet on Zoom. This does not take away from our ability to serve. We are working on mentor programs; financial literacy programs and our education committee even has a crazy notion to build a school in Africa that may just become a reality."

(Continued on next page)

According to **DMC and DGN Larry Palant**: “Prior to the Pandemic our intent was to operate the Passport Club as a service-based club with the requirement of 16 hours per quarter of service by each member. In-person meetings would be quarterly, and members would be encouraged to attend other clubs’ weekly meetings. Covid-19 changed all that.

Our members are still required to have the service aspect; however, it's not limited to Rotary only. Any service that a member might perform such as Board meetings, Meals-on-Wheels, faith-based, soup kitchens, etc. with other organizations that our members might be affiliated with (as we all know Rotary is usually just one of the organizations that our members are involved with) counts towards the service hours requirement.

Chartering took some time. We did mass emails to former Rotarians. These lists were available on our District management system (ClubRunner). Once we started receiving replies we would reach out to the individuals and “convince” it was a good idea for returning to Rotary.”

An innovative club model like this attracted two young second generation Rotarians, who on their own decided to join 7210 Passport. Says **Dilynn Kessler** (daughter of upcoming RID Drew Kessler), “Rotary has been a big part of

my life ever since I can remember. Both of my parents are Rotarians, and I was fortunate enough to grow up surrounded by amazing people in this organization and attend Rotary events that inspired me. I always knew that when the time came, I too would join Rotary and have the opportunity to be one of those people that gave back and inspired others. When I heard about the passport club, I decided that it was the right time to join and I knew being part of the passport club would be an amazing opportunity because I would be able to do good and engage with fellow Rotarians through District 7210 even though I am currently away at school. “

And **Oliver Kish** (son of PDG Cindie Kish) felt that “Coming out of college I knew I wanted to be involved with service and the passport club allowed me to join Rotary without the commitments of a normal club that would have been an issue due to my busy schedule.”

Freedom +Flexibility + Financially Accessible = A great start to this new club!

If you want to learn more about Passport clubs, and starting one in your district, please join the ICA team on Tuesday, March 16th @ 7pm ET for a 30-minute talk about Passports & Flexibility.

Q: WHAT DOES A PASSPORT CLUB LOOK LIKE?



Rotary
Innovative Club
Advocates



Zones 28 & 32

A: The club can look & functions all sorts of ways! (and it is all Rotary)

**JOIN THE ICA TEAM
MARCH 16 @ 7PM ET
TO LEARN HOW TO START
A PASSPORT CLUB**

**STAY FOR A DISCUSSION
ON FLEXIBILITY &
INNOVATION IN ROTARY
@ 7:30PM**

<https://tinyurl.com/ICA-Mar16>



By Frank Adamson, District Governor, 7090 & Robert Burns, Rotary Club of Trenton, MI. District 6400 & Friends of the Detroit River

The Great Lakes Watershed Cleanup initiative is an effort that has grown from a District 7090 service project covering a small portion of Lake Ontario and Erie to a multi-district plan to focus Rotarians' attention to all 5 of the Great Lakes and streams and waterways feeding them. Our goal is to make this the single largest cleanup event ever planned and coinciding with Earth Day 2021 on the Great Lakes Watershed. The Great Lakes contains almost 20% of the world's fresh water and is arguably the largest source of fresh water on the planet. It borders 8 States and 2 Provinces and has 9,577 miles (15,323 kilometers) of shoreline. So far 15 Districts, 100's of Clubs and thousands of Rotary volunteers have agreed to participate. We will be joining over one billion people worldwide working on projects together in their communities on Earth Day.

Trash, plastics and other littered items plague our waterways. This trash poses a threat to terrestrial and aquatic life, often becomes microplastics and harmful toxins and pollutes one of the most precious and limited natural resources. Shopping carts, tires, furniture, trash, foam cups, plastic containers and aluminum cans contaminate our waterways and greenways. More than 22 million pounds (48.4 million kilograms) of trash and plastic pollution ends up in the Great Lakes each year.

Cleanups from numerous NGO's, community groups and individual volunteers are critical to reducing the amount of garbage that collects in our watersheds each year. In order to track our success, the second goal will be to tabulate the amount of debris collected from each of the individual cleanup events. And the final and most important goal will be to educate the public to the importance of protecting our waterways and to instill a sense of stewardship towards our Great Lakes.

The Great Lakes Watershed events will be held between Saturday April 17th and Saturday April 24th to coincide with the celebration of Earth Day, which falls on April 22nd.

This collaborative work project has generated much excitement and enthusiasm among the planners and is reflective of the upcoming addition of The Environment as a new area of focus of Rotary International. It also reflects our desire to be People of Action and to promote the good work of Rotary.

Rotary/Rotaract Objectives:

1. Improve the aesthetics of the Great Lakes by removing garbage from public areas and roadsides.
2. Reduce the amount of plastic and litter on our lands and in our waterways.
3. Remove waste that could potentially be ingested by pets and other wildlife.
4. Provide an opportunity for public participation in collaborative activities.
5. Educate the public about the effects of littering, the importance of recycling and to instill a sense of stewardship.
6. Collect and report back to organizers cleanup metrics to track the impacts of all the cleanups.

Opportunity:

1. Engage as many Districts, Clubs, Rotarians, Rotaractors and other volunteers around the Great Lakes Watershed as possible.
2. Each Club should find out what is happening in their community regarding clean-ups. Engage with local Conservation Authorities, Watershed Groups or local NGO's to see what is already planned in your area and to coordinate or partner with them
3. If there is not an event, plan to organize your own
4. Support will be available to each Club to help to organize the event
5. Correspond with the District contact to provide cleanup event date(s), location and lead contact person for each event.

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Membership Matters in 7890

By Kate Sims, PDG, NEPETS Chair 2021-22, ARC Zone 32, Membership Team

DISTRICT 7890 MEMBERSHIP MATTERS



In the spirit of transparency, District 7890 has unfortunately seen a continuous decline in our membership over the past five years to the tune of a total net loss of 327 members. In the last year of un-presented times and uncertainties, our concerns for membership have grown to an all-time high. We realize that we cannot keep addressing membership

the way we did in the past and have recently agreed to “course correct” and put a new process in place to address this issue in our district as a high priority strategy, engaging all clubs.

Our Strategy to “re-engage and re-unite” is the following:

1. Form a District Membership Committee for greater outreach and support inclusive of the Membership Chair, an Innovative Club Chair, a DEI Chair, club membership representatives and our District track team. This team will put a strategy together to help clubs implement not only attraction strategies but more importantly retention strategies. This committee will research best practices and share throughout the district with the goal of increasing membership and creating new clubs.
2. Develop monthly membership committee communications to Club Membership Chairs, Club Presidents, and AGs. Strongly encourage clubs to create and implement written Club Membership Plans connecting the dots to the District and Zone.
3. Develop task force to address clubs that have disseminated and / or not meeting to re-engage them in the ability to meet virtually. Outreach to all members who left in the past two years to try to re-engage them back into Rotary providing new options for membership / meeting obligations.
4. Utilization of MGI data and other membership metrics to drive our direction to change. Educate all PE's on key performance indicators (KPI's) in order to drive change.
5. Attend monthly Zone 32 Membership meetings addressing membership at a zone level to help create and disseminate best practices developed for membership.
6. Form a dedicated DEI membership sub-committee committing to the initiative to drive diversity and inclusion, increasing membership that reflect our communities in which we serve.

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Does Your Club Want To Do A Global Grant? It's All About Relationships!

By Brad Gamble, Assistant Regional Rotary Foundation Coordinator, Zone 28W

One of the most frequently asked questions when a Rotary club is looking for a Global Grant opportunity is, "How do I find a project, and who will we partner with?" Sometimes the answer is right there in your own club and your current activities.

The District 5010 Rotary Club of Eagle River, Alaska was asking that question and looked to their outbound Youth Exchange student for the answer. The club had sponsored Marcus for an exchange to Bahia de Caracaz, Ecuador. Marcus' parents were both active Rotarian members, and when the club was looking for an international project, they turned to Marcus for guidance. A global grant wasn't in the picture yet, but the Bahia Rotary club was looking for funds to help with a local hospital project in which they were involved, and the Eagle River club was anxious to help! Some money was sent and that was that.

The year following Marcus' Youth Exchange experience, he and his family returned to Bahia to spend the Christmas holiday to meet the host families and to thank them and the Rotary club for giving him such a wonderful experience. As always happens with Rotarians, friendships were made, and relationships developed.

Several years passed when the Bahia Rotary club was putting together a global grant project to provide a public potable water system to the small, rural farming village of El Tormento, whose local water supply had been contaminated following a large earthquake in the region. They reached out to their Eagle River Rotarian friends for help and the club eagerly agreed to serve as the International partner for this wonderful project to provide over 50 families, whom they may never meet, with safe, clean drinking water! Additional partner clubs and districts were brought on board from clubs in Idaho, California, Pennsylvania and Alaska, fundraising began, and a successful Global Grant application was submitted to The Rotary Foundation for approval.



The project is nearing completion now, after some COVID-related delays and, although partnering Rotarians have temporarily been unable to travel to the project site, some members have said that they are anxious to visit once the pandemic travel restrictions are a thing of the past!

Rotary is about making connections and, through those connections, making lasting change in the world. Our Youth Exchange programs, Rotary Fellowships and Rotarian Action Groups are just a few of the ways in which we can build relationships with other clubs or individual Rotarians outside our own clubs.

Whether it's these or Rotary events such as PETS, Zone Institutes, District Conference, or Rotary International Convention, take these opportunities to make friends and build relationships. Then, with these new potential project partners and the funding made available through Our Rotary Foundation programs, the possibilities are endless for Doing Good in the World!



Development Projects in Mayan Villages

By Walter Guterbock and Catherine Riordan, Fidalgo Island, and IPA Rotary Clubs

For Rotarians working internationally, the needs of those living in extreme poverty can be overwhelming. How much can Rotarians really do?

One Rotary program addresses multiple aspects of poverty in Mayan villages in the Copán Ruinas region in Honduras. The program was initiated by the International Project Alliance (IPA), a coalition of eleven Rotary Clubs in Western Washington, and the Rotary Club of Copán Ruinas, Honduras. A recent Global Grant from Rotary International to the Fidalgo Island club will support the IPA's [Rapid Development](#) (RD) program in six villages (520 people) from 2021 to 2023.

At the start of the RD program, villagers describe possible projects that would improve the economic situation in their villages and that interest them. They describe the need, the project, and the village's commitment to it, including potential financial contributions. A village savings and loan association is started, which loans money for small businesses. IPA's contractors help villagers to execute projects and start small businesses. IPA identifies financial resources in Honduras, the U.S., and internationally.

Villagers identified agricultural projects and small businesses as keys to their villages' economic futures. They felt success in these areas would increase health and quality of life and allow residents to stay in the region rather than seek opportunities elsewhere. For each village, in addition to the project specific resources, RD provides training and medical kits to community health volunteers to improve

health services and support the village schools.

IPA contractors work with villagers to refine and finalize project plans, provide training in financial management, goal setting, and interpersonal skills, and help in carrying out the projects. An agronomist trains farmers on improved methods and villagers on home gardening.

Small businesses started in RD villages include dairy processing, pig and chicken farming, variety stores, motorcycle repair and parts, market gardens, and used clothing sales. IPA has contracted with a local organization to transport and market agricultural products in nearby towns.

FXB Model

In its design, the Rapid Development Program relied heavily on the model of the FXB organization (fxb.org) in Switzerland, which has been recognized by both UNAIDs and UNICEF as using best practice approaches for addressing poverty in developing countries.

IPA-Copan

IPA-Copan is a partnership of the Rotary Club of Copán Ruinas, Honduras, and 10 (now 11) Rotary clubs in District 5050 that work as the International Project Alliance (IPA). Rotarians interested in joining the IPA should contact info@ipafoundation.org or Marty Pease, (mcconlogue@msn.com) IPA's Marketing Director.



IPA agronomist introduces a new type of tree that is robust under local conditions and explains how it should be planted and maintained.

Trainer shows how to vaccinate pigs to a community member raising pigs for the first time.



Families receive training and seeds to start their own gardens. Some families start large gardens to produce vegetables for sale.

One entrepreneur is producing cheese from local milk, which is sold in the village and in nearby towns. A cooperating organization helps with marketing.



Rotary Resolves Peace and Conflict *by managing the Belize Central Prison*

By Doug Vincent, PDG 7080



What a great visit to Belize, thanks to our Rotary friends who took their time to show us some great projects. The largest and most impressive was the Belize Central Prison, which is managed in part by Rotary through a Government contract. It is governed by the Kolbe Foundation formed with 9 Rotarians and 4 Government officials on the Board of Directors. The foundation allows them to receive donations and give tax receipts.



What an amazing job reforming this large federal prison from an overcrowded, underfunded facility to a self-sustaining rehabilitation and education centre. There are separate cell blocks and buildings for the hardened criminals, less serious offenders, the remand inmates, females, youth, education, life skills workshops, addiction treatment centres and a farming operation.

Thanks to CEO Virgilio Murillo [Warden] for sharing a large part of his day, including lunch, to welcome and tour us. It is now a world-recognized institution with significant improvements in statistics and effectiveness since 2002, when taken over by Rotary.

In fact, it was featured in a program on Netflix back in 2018 titled "Inside the World's Toughest Prison." The businessmen mentioned in this documentary are the Rotarians. To me, it should have read "Inside the World's Most Effective Successful Prison," thanks to Rotary members who cared enough to become involved.

The prison has sustainable life-skill projects and educational programs, thanks to Rotary leadership. There are a variety of courses and training sessions inmates can participate in, such as: alcoholics anonymous and drug related classes. Computer training and critical thinking are also important components of the curriculum, with the computer teacher actually being a Psychologist, who offers support and mentoring without the need for embarrassing office sessions.

The farming operation grows produce and raises animals to teach agriculture skills and reduce the food expense. The prison kitchen and bakery teaches cooking skills and feeds

everyone each day. Yes, lunch was good with homemade buns.

A sewing room allows people to learn those skills and supplies the needs for guard uniforms and orange jump suits. Similarly, a carpentry shop manufactures furniture for prison needs and funeral caskets which are sold outside the facility to fund the wood-working shop costs.



Throughout the entire time of our prison visit, we never felt unsafe. The inmates were all very polite when we had any interaction with them. But with sharp shooters in guard towers all about the perimeter, you could not forget you were in a confined and very controlled place.



When the prisoners go to or from their cells to training or work activities, they are always searched at the entrances. The CEO shared that his biggest challenge is the smuggling of contraband into the cells. Cell phones are a valued commodity on the inside and often guards are

offered bribes to bring them in.

Through all the life-skills training activities, costs to operate these educational programs are subsidized by selling surplus items that inmates make. They have a small gift shop, outside the front gate of the facility, where people can stop and purchase items. Inmates earn a small stipend for their work, with half available for them to spend at the tuck shop or send home and the other half is put into a savings account for them when they are released.

One of the unique ways Rotary motivates good behaviour of inmates is through a demerit points system. That determines when one gets to have family visitation, which is more than sitting in a room with a divider screen. Those who have adequate points can spend as long as they wish with their family visitors. And the environment is very friendly and interactive, much like a picnic setting.

Results confirm that in almost every measurement area, the effectiveness and attitude/behaviour of inmates has improved by a great amount. And when released, they have some skills and knowledge to build a better future. Thanks Rotary!

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How Collaboration Moves Us FORWARD

By Ana D'Aubeterre, University of Alberta Rotaract Club, District 5370

"Why don't we have one of those in Canada, for Canadian Rotaractors?"

This was the question I kept asking myself on my flight home from my very first Rotaract conference. The experience was incredibly dynamic: I had the opportunity hear about some amazing service projects and was inspired by the tenacity and grit of hand-picked keynote speakers all the while sleep deprived from a red-eye flight. It opened my eyes to the diversity and strength of Rotaractors, all armed with knowledge on how to better their own clubs and communities. As a result, I was armed with a new goal – to try to connect Rotaractors across Canada in the same spirit of service, fellowship, and personal growth, but admittedly didn't really know where to start!

One of the things that I love most about being part of an organization like Rotary is that I know I'll find a friend anywhere, so that's where I figured I'd begin to foster the idea of a Canada-wide conference. I reached out to a number of clubs on the East Coast to see who would be interested in joining forces on this project and received enthusiastic replies from the Rotaract Club of Halifax and the Rotaract Club of Mount Allison University in New Brunswick. Together, we developed the Atlantic Rotaract Conference (ARC): a small but mighty team of passionate Rotaractors interested in long-lasting collaboration between clubs. Based on the success of this event, we aimed to make it an annual project that alternated between Edmonton and Halifax.



Unfortunately, the COVID-19 pandemic foiled our plans for an in-person event. We toyed with the idea of hosting an online conference, considering that the bulk of the planning for ARC had been done remotely in the first place, but were concerned that our own Rotaract circles were too small to effectively reach a national audience. That's when we turned to Rotaract Canada, our newly chartered MDIO that encompasses our home districts, as well as the rest of the Canadian region. Interestingly enough, they had already been contacted by the UBC Rotaract Club who were keen on developing an opportunity for Rotaractors to receive specialized and vetted club officer training, something that the Canadian Rotaract scene also lacks.

Thus, our four clubs in conjunction with Rotaract Canada created "**FORWARD: The Rotaract Canada Symposium**", intended to redefine the traditional meaning of "conference" by taking advantage of our virtual platform to make the event accessible to anyone interested without the added costs of travel and accommodations. In the year of Zoom, "**FORWARD: The Rotaract Canada Symposium**" is like no Rotary conference you've seen before, exploring leadership and innovation in a fun, dynamic space for inspiration and growth.



The motto of the conference team this year is "By Rotaractors, For Rotaractors." Lead by this guiding principle, what initially started off as a group of strangers has now blossomed into a team of incredibly dedicated Rotaractors who recognized the need for connection, collaboration and education in their communities. Thanks to this

team, I now have the answer to that question I had asked myself on that first flight home.

***FORWARD: The Rotaract Canada Symposium** runs from March 19-21, 2021. Click on image for more information.*

FORWARD:
THE ROTARACT CANADA SYMPOSIUM

Did You Know?

What I learned from reading the Endowment Fund Financial Report 2019-20

Marilyn K. Bedell, Zone 32 Endowment/Major Gifts Adviser

Every day it seems I learn more about our Endowment Fund. It becomes clearer to me why we need to continue to make gifts annually to Annual Fund Share and Polio but giving to Rotary's Endowment is equally important.

Rotarians are creative and continue to find innovative ways to do good in the world. We all need to support our members' creativity to help provide the funds to start new sustainable projects no matter what is happening in the economic climate over the long term.

In order to do our work, we need to assure that the funding sources that support us are robust and adequately funded. Gifts to the Endowment Fund are legacy gifts established by Rotarians who want to leave a lasting impact beyond their years. Most of these legacy gifts are commitments or expectancies that will be realized when the Rotarian(s) are no longer with us. So naturally, there is a delay from when the commitment is made until it is realized. Over time, these legacy gifts will help strengthen our Foundation to assure that the World Fund will be there to fund Rotary's priorities at that time as well as help to complete our work to eradicate polio, to fund every peace scholar (master's degree and certificate), and permit more funds to be there to support the myriad of global and district grants that are so important to the health and engagement of our members.

I thought I would add a few quotes from the **Endowment Fund Financial Report 2019-20** to highlight Rotary's Endowment spending policy that you may want to know:

The Rotary Foundation Trustees set spending rates for the Endowment each year. Spending from each named endowed fund is determined by comparing its market value as of 31 December with the principal amount contrib-

uted (the gift value). This allows as many named endowed funds to support Rotary programs as is possible.

Any named fund that has a market value that is at least 90 percent of the total contributions to the fund will provide spendable earnings for the fund's designated programs. If a fund's market value is less than 90 percent of the total gift value, distributions will be deferred in order to build the fund for the future. This policy allows the Foundation to maximize support for programs today while letting the Endowment grow so it can also support programs in the future

The Endowment makes an annual distribution for programs and operating expenses equal to the amount of spendable earnings approved by the Trustees...Spendable earnings are transferred to a spendable earnings account, and if they are not used in the year they are made available, they remain in the account to be used in a subsequent year. This protects spendable earnings from market fluctuation before they are utilized for the intended program

Resolutions can be overly ambitious and lack meaning, but in this new year I hope you will consider adopting one of the following:

Educate Rotarians about the importance of our Endowment Fund

Help identify Rotarians who will find making gifts to the Foundation appealing

Consider making your own personal commitment to the Endowment in a way that will bring you joy, knowing you have left a legacy to the world.



Endowment / Major Gift

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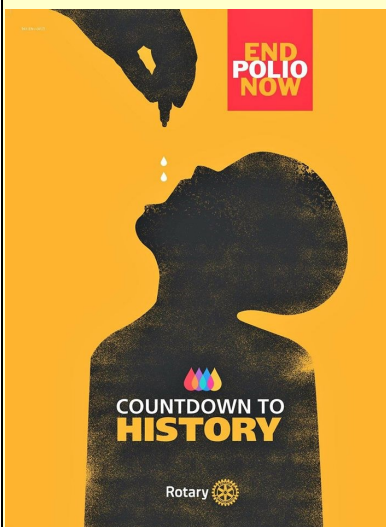
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Remember: Rotary - good. Polio - bad.

John G. Kramb, End Polio Now Coordinator, Region 39

My comments here are extracted heavily from The 18th report of the Independent Monitoring Board of the Global Polio Eradication Initiative, published in December 2020. The report set out three strategic issues confronting the Polio Program.

The **first** is that the barriers to eradication that pre-existed COVID-19 are largely still with us and must be addressed. These barriers include:

- (a) a (still) high incidence of wild poliovirus in Pakistan and Afghanistan.
- (b) widespread vaccine-derived poliovirus outbreaks affecting 20 or more countries.
- (c) a failure to create, or implement quickly enough, solutions that matched the complexity of the problems

The **second** is what the Polio Program will look like, or should look like, coming out of the COVID-19 crisis. Will it be on the same pathway to eradication as was being pursued before, or will there be a shift to integrated delivery (as part of essential childhood immunization programs)?

The **third** issue is what will be the impact on eradication of the operating constraints and additional budgetary pressures of COVID-19?

Since March 2020, Polio eradication efforts have been re-purposed and are helping greatly in the fight against the pandemic. Indeed, many people have spoken of a COVID-19 “silver lining”; this refers to the much better joint working of teams, and the dissolution of many organizational and professional boundaries. Specifically, given the rapid mobilization of the Pakistan government’s response to COVID-19, people have asked: if Pakistan can do it for COVID-19, why can they not do it for polio?

It is intuitively obvious to the most casual observer that we Rotarians must continue to work on eradicating Polio. It is our promise to the world.

Secretary General John Hewko, in his comments to the Troy, MI club on 6 January, said that we Rotarians (that would be you and me) must advocate for Polio eradication, and redouble our efforts to raise money for PolioPlus. I wish that I had said that.

Here is how individual Rotarians can help. Continue making donations to PolioPlus (is anyone surprised by this statement?). The link for that is www.endpolio.org/donate. The Bill and Melinda Gates Foundation will match individual and club donations two to one. Cool beans, eh?

And here is how districts can help:

- continue or establish district-wide fundraisers for PolioPlus. (When is the Duck Race, anyway?)
- transfer DDF to PolioPlus if you haven't done so already. The World Fund will match DDF transfers one-to-one, and the Gates Foundation will match that total two-to-one. That's, like, six-to-one for your money.

The need is here. Now.