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July 2016

The Start of a Journey

By RI Director Dean Rohrs

Author and thought-leader Bryant McGill said: "Every journey begins with the first step of articulating the intention, and then becoming the intention." On July 1, I start a journey which I have been preparing for in some way or another since I joined Rotary. I may not have known this, but the Rotary path leads you on unexpected journeys. I am truly excited to be taking this journey with all of you in Zones 24 and 32 and look forward to getting to know you, your communities and projects.

Julia Phelps has been a wonderful mentor and guide to me since I was elected to become Director and did all she could to make my preparation for my journey smooth. She has led Zones 24 and 32 with passion and clarity for the past two years and we have to thank her for making us stronger and building the Zones into a cohesive team. Thank you, Julia and Steve, for the time and friendship you gave to everyone you met along the way.

We have an exciting time ahead of us with all the changes that have come from the Council on Legislation. There are challenges that we will have to work with but with the winds

(continued on next page)

Happy New Year!

By Bryn Styles, Rotary Foundation Trustee

You may think that I am about six months late or six months early with this greeting, but in fact it is a new year. A new year for our Rotary. And we will have plenty to celebrate and accomplish this year but more of that later.

I would like to thank Past RI Director Julia Phelps for her service to Zones 24 & 32 by being our representative on the RI Board. While RI directors represent all of Rotary, in recent years they have held more responsibility for their specific Zones. Julia has represented our interests extremely well and I congratulate her and Steve on a great two years.

Welcome RI Director Dean Rohrs and Rhino. We all look forward to supporting you in the coming years. We are all so proud that you carry on the great leadership within our two Zones.

I would also like to thank all of the Foundation teams in both our Zones. Rotary Regional

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Message from Trustee Bryn Styles

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Foundation Coordinators Betty Screpnek, Duncan Conrad and Ron Smith and their teams have done a tremendous job working with districts and clubs on behalf of Our Foundation. I look forward to working with the Foundation Teams in both Zones as we continue to do the work of Rotary.

And finally I would like to thank and congratulate our Zone Newsletter editor, Marty Peak Helman, for the development of a first-class communication tool. Thanks, Marty!

This is going to be a great year for Rotary. If you don't know by now, and you would have to done a Rip Van Winkle not to know, this year is the 100th Anniversary of Our Rotary Foundation. One hundred years of providing service to the world. And we want clubs and Districts to celebrate our success. The year was kicked off at the RI Convention in Seoul and will culminate in Atlanta in June 2017.

In the ensuing months we want every Rotarian, every Club and every District to let their communities and the world know about the great things we have accomplished. Do a TRF Centennial project, have a Million Dollar Dinner, do presentations to community groups and schools. The potential is limitless and it is up to you. Canadian Rotarians have the added bonus of being able to also celebrate Canada's 150th Anniversary. I know of one community planning a new clock tower to recognize both events. And then, of course, plan to attend the RI Convention in Atlanta. Don't miss the excitement!

Much has been happening with the Rotary Foundation in many areas. I urge all of you to attend any Foundation events that are planned in your areas for the latest updates from your District and Zone Foundation teams. The results on the report for the Grant Model evaluation will be released and the decisions the Trustees have made to improve our efficiency in that area.

We have had great success in our fund development area and the goals for our TRF Centennial will be explained. On page 3 of this newsletter, Past Trustee Mike McGovern provides an update on polio. Very, very encouraging. There is so much happening but none of it would be possible without your support.

Message from Director Dean Rohrs

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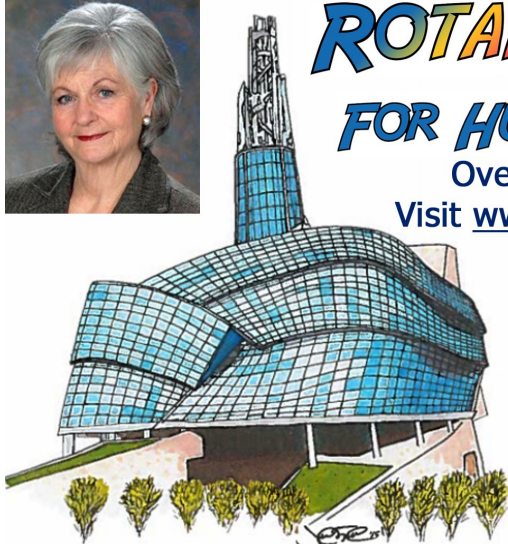
of change blowing strong, they will soon be blown away!! We have to grow membership, address diversity in age, gender and ethnicity, develop vibrant clubs and make sure that our members are excited to be part of Rotary.

Zones 24/32 are privileged to have as members Trustee Bryn Styles and PolioPlus Committee Chair Mike McGovern. They will be joining me in contributing to this newsletter so, together with the Coordinator team's articles, this will bring you the latest news from Rotary and stories from our Districts. I am so privileged to have such amazing people on the Zone leadership team. I am also eternally grateful to the newsletter Editor – Marty Helman. It takes a great deal of work and commitment to produce this newsletter each month – and I can proudly say that it is used as example across the Rotary world as to what a newsletter should be.



ROTARY ROHRS
FOR HUMAN RIGHTS
Over 90% Sold Out!
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to register

Sketch of Museum For Human Rights drawn by Prime Minister Justin Trudeau





Partnership with Canadian Government

The Rotary Foundation (Canada) has received a grant for Global Affairs Canada to help Rotarians and Rotary clubs with their international humanitarian projects. This grant is for \$1.2 million per year for five years for a total of \$6 million.

Some of the conditions of the grant by Global Affairs Canada are determined by the policies of the Canadian Government. The Canadian government is reviewing their international assistance policies and have invited Canadians to provide input to that review.

Now, Global Affairs Canada is asking for input from all interested Canadians. I invite you to look at the [link](#) providing information on the review and how you can participate. (Once on the page, click on "share your comments" to participate in the review.)

"This review will help establish an international assistance policy and funding framework that will be focused on helping the poorest and most vulnerable people, and supporting fragile states, while advancing the implementation of the 2030 Agenda on Sustainable Development," Global Canada says.

"A special emphasis will be placed on women and girls and applying a feminist lens to all of Canada's international assistance activities.

"The aim is to rethink Canada's international assistance policies and programs so we can respond better to the challenges and opportunities of the new global context. The consultations will assist in making our approach, investments and partnerships more innovative and effective."

--PDG Reid Asselstine

Polio Plus

We are Winning But Have Not Won the War

By Michael McGovern, International Polio Plus Chair

For thousands of years the wild polio virus has left its mark on millions of children and adults across the world. The virus has crippled children, has had long term impacts on adults and has instilled fear into families who could only hope that they would be fortunate to have the virus pass them by.

The story of polio eradication over the last 65 years has shown the best in humankind from the mothers like my own who went door to door raising funds for the March of Dimes for polio research, to the researchers who worked with Dr. Jonas Salk and Dr. Albert Sabin, to the public health and mobilization experts who have labored to see that no child is left behind and to the health workers in Afghanistan, Pakistan and in Africa who continue to bravely knock on doors and provide polio drops to provide immunity.

Rotary, all of us and Rotarians before us, saw the impact of this dreaded disease and abandoned decades of Rotary tradition and decided we could all join together in a single global project for the first time in our history. We showed that with fierce determination and with some needed dollars, we could attack the virus in one country and did so and then the Filipino model of success was emulated in country after country. In the early days of our efforts we were mocked as "do gooders" who could not be trusted to be leaders in getting the job done. But then Rotarians gave nearly \$250 million in a single fundraising campaign and the bureaucrats suddenly realized that we were a force of good who were serious about the task ahead.



As I write this in the last weeks of June 2016, we have seen only 17 polio cases this year in two countries. We have gone two months with environmental samples showing no evidence of the polio virus in the drainage areas in Pakistan where polio was always found. We see similar results from Afghanistan.

Yet, I could not be more scared and nervous about where we are in this war. The embers of the virus are not yet fully extinguished. The world has many villages that do not have full surveillance of health conditions. With victory in sight, many are ready to move on to the next battle, the next project to benefit humankind. We have fought far too long to abandon our remaining forces on the frontlines. A virus that has reigned for thousands of years is cornered but will not go quietly. Our efforts in this new Rotary year need to continue unabated. As Rotary leaders, we need to show just how serious we continue to be in serving humanity.

International Convention



View from Seoul

VIPs and Rotary leaders at the International Convention included (clockwise from above) Incoming RI President John Germ; incoming Director Dean Rohrs; outgoing President Ravi Ravindran and



Photos: Rotary International



Vanathy; keynoter and UN Secretary General Ban-Ki Moon; TRF Trustee Bryn Styles and Randy; 2015-16 Governor Dave Forward (author of the history book on The Rotary Foundation); and International Polio Plus chair and outgoing Trustee Michael McGovern.



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en Français

La Coupe Turkey du District 7790

Par Dino Marzaro et Claude Martel, ARC Zone 24 Est

La Coupe Turkey est un trophée annuel remis à un club Rotary du district 7790 visant à stimuler l'engagement des clubs et des membres rotariens, l'accroissement du membership et la rétention. Il s'agit d'une compétition amicale, amusante et engageante pour l'ensemble des clubs du district.

Le district 7790 est international. Il compte 53 clubs provenant de la province de Québec (31) et de l'État du Maine (22).

PDG Serge Poulin a initié ce projet et a présenté la Coupe Turkey, en 2013. Cette récompense est remise annuellement lors de la Conférence de district.

Les trois premiers clubs gagnants à ce jour sont :

- ◆ 2013 - 2014: Club Rotary de Québec
- ◆ 2014 - 2015: Club Rotary de Old Town
- ◆ 2015 - 2016 : Club Rotary de Bar Harbor

Les clubs qui ont atteint un minimum de 100 points pouvaient participer au tirage de la Coupe Turkey, cela afin de créer une équité entre les petits clubs (20 membres et moins) et les gros clubs.



Pourquoi la Coupe s'appelle-t-elle TURKEY?

Voici l'explication et l'histoire fournies par Serge.

Un jour, des dindes (Turkey en anglais) participaient à un séminaire de formation sur l'efficacité et l'art de voler. Durant des journées entières, les dindes s'élançaient du haut du toit d'un édifice et perfectionnaient l'utilisation de leurs ailes afin de mieux performer. À la fin de ce séminaire de formation, toutes les dindes volaient parfaitement bien et obtinrent leurs diplômes de réussite. Et les dindes retournèrent chez elles ...en marchant et non en volant.

En Français

Our Zones include French-speaking Quebec, as well as the French islands of St. Pierre and Miquelon. This newsletter invites and honors the inclusion of articles written by and for that audience—and reminds all Rotarians that international understanding starts at home. — Editor

Morale de l'histoire:

La Coupe Turkey fait ainsi référence aux présidents de qui assistent annuellement au Séminaire de formation des Présidents élus (PETS). Ces présidents reçoivent toutes les informations pertinentes et documents fournis par le Rotary International afin de présider un club performant concernant l'effectif. Il ne leur suffit plus que de mettre en œuvre les apprentissages reçus dans leur club respectif.

Eastern Russian Clubs Undistricted



At its January 2016 meeting, the RI Board of Directors decided to place the clubs of Eastern Russia (District 2225) into non-districted status.

This decision, effective March 1, was made after careful deliberation and based primarily on internal District concerns, combined with other factors, including lack of member growth. The decision impacts only the operations of the District, not of the clubs. It is expected that this change will encourage clubs to concentrate on local projects and increase focus on building membership.

PDG Irena Brichta, from District 2240 in the Czech Republic (irena.brichta@rotary2240.org) was appointed by RI President Ravi Ravindran as the special representative to work with the clubs, and she recently completed a series of club visits to discuss their needs for development.



Requests are arriving from districts, clubs and Rotarians around the world asking how best to collaborate with the Eastern Russian clubs following this action. Some of the ways Zone 24 and 32 districts can begin or continue working with the Eastern Russian clubs include cooperative humanitarian projects, friendship exchanges, New Generations service exchanges and twin club relationships. Please note that Eastern Russian clubs cannot currently work on Rotary Foundation grants.

If your District is currently planning an exchange or travel in Russia, please note that a business visa is needed if Rotary club or project meetings are scheduled.

To identify partnership opportunities, districts and clubs are encouraged to communicate directly with Russian club leaders to discuss possibilities.

Rotary Recognition

Zone 24-32 Rotarians Earn Rotary Recognition

Rotarians across our two Zones were honored during the 2014-15 Rotary year with awards that represent their ongoing humanitarian service and achievements through Rotary. They are named here, along with their Rotary Club and District. We honor their work and congratulate them on this recognition.

The Rotary International Service Above Self Award

Recipient must demonstrate exemplary humanitarian service with an emphasis on personal volunteer efforts and active involvement.

Susan B. Chadima*	Kabul City	0056
Peggy Pollen	Fairbanks	5010
Art Erasmus	Terrace	5040
Carol Tichelman	Chilliwack	5050
Glenn Chamberlain	Yakima	5060
Dan Doherty	Calgary West	5360
Bonnie Black	Plattsburgh	7040
Amy Spotts	Mechanicsburg-North	7390
Suraj P. Bhatia	Northern Valley (Closter)	7490
Marsha Carldon	Mountainside	7510
Leonard Seagren	Portsmouth	7780
Susan Klock	East Hartford	7890
Klaus Hachfeld	Sturbridge	7910
Razia Jan	Duxbury	7950
Edward Pikaart	North Branford	7980

The Rotary Foundation Citation for Meritorious Service

Recipient must demonstrate outstanding active service to The Rotary Foundation for more than one year.

Terry Umbach	Sunshine Coast - Sechelt	5040
Ronald Denham	Toronto Eglinton	7070
Barbara Fisk	Guelph Trillium	7080
Mary Ellen Bentler	Hamlin	7410
Byron E. Miller	Westfield	7510
Roy Balfour	Shrewsbury	7910
Lynda Hammond	Orange	7930

International Service Award for a Polio-Free World

Recipient must demonstrate outstanding contributions and broad service to the final effort to eliminate polio.

Carl M. Good	Merrimack Valley	7910
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*Recipient is former member of -- and was nominated by -- District 7780.

Rotary Team Rerouted by Terrorist Attack – But That’s Not the Full Story!

By Ron Smith, Zone 32 Rotary Regional Foundation Coordinator

On the morning of March 22, a Global Grant travel team of six people were on their way home from Sierra Leone, West Africa, and found themselves in Brussels airport when the terrorist attacks occurred.

“We were in the secure area of the airport, and the attacks occurred in the unsecured area, so we didn’t hear the explosions,” noted Herb Klotz, team leader from Allentown West Rotary club in District 7430. “We were ushered to the end of the terminal and out onto the tarmac. Eventually, we were bussed to a nearby train terminal, had to make hotel arrangements on the fly and figure out how to get a flight home.” More on Brussels later.

The more lasting story is about the work being done by Rotary and Engineers without Borders (EWB) with the local community and school alumni at the Centennial Secondary School in Mattru Jong, Sierra Leone. The school’s infrastructure was destroyed during the civil war that occurred in Sierra Leone during the 1990s. For two years during the war, rebels used the school as a local base of operations. Before the war, Centennial was one of the best secondary schools in the south of Sierra Leone. The school currently has about 1200 students in grades 6-12.

In 2009, the school alumni submitted an application to EWB asking to rebuild the school’s infrastructure (water, electricity, sanitation, buildings). The Lehigh Valley Professionals EWB chapter (EWB-LVP) accepted their application and began work in 2010. In 2011, District 7430 partnered with EWB-LVP and the Freetown Rotary club to obtain a \$50,000 Future Vision Grant for water and electricity for the school. This was a game-changer for the project.

Since that time, EWB-LVP and Rotary have gone on eight trips to Centennial school to install solar-powered running water throughout the campus, solar-powered lighting in classrooms and the administration building (there is no electric grid), toilets in the boy’s and girl’s bathrooms and a new roof on a classroom building.

Both EWB and Rotary emphasize the importance of sustainabil-



Installing solar panels on the Administration building roof.

ity on all projects. In 2012, the school implemented a development fee, which is a small student fee collected each term to pay for maintenance and operation of all the infrastructure, including the salary of a maintenance technician. All infrastructure that has been installed in the last six years is in good working order, and that is a major accomplishment in Sierra Leone.

With improved infrastructure, the next step was education. In 2014, the Allentown West (D-7430) and Bo City (D-9101) Rotary clubs partnered on a \$30,000 Global Grant with area

of focus in Literacy. This grant supplied teacher training, library books, computers, printers and solar power equipment for the library.

The grant has already had a positive impact on the school. For example, the students’ test scores have improved dramatically during the past few years. From 2011 to 2015, the percentage of students passing the BECE test to enter 9th grade increased from 14 percent to 91 percent! Thanks to Rotary and Engineers Without Borders, the school is on its way back to being one of the best schools in Sierra Leone.

As promised, let’s go back to Belgium. After they were evacuated from the airport, the travel team made its way to the Belgian town of Leuven where they booked into a hotel and proceeded to “wait it out.” Cindy Hornaman (Governor Nominee Designate of District 7430 and spouse of Chris who was on the travel team), found the Leuven Rotary Club on the Internet and phoned the contact listed: Frank Op ‘t Eynde. Frank’s first words were: “Can you give me 10 minutes to get to the hotel?”

The Belgian Rotarian immediately stopped whatever he was doing, contacted his club President, and in less than an hour, the Leuven Rotarians and the Pennsylvania team were in a pub having lunch and planning the trip home. Frank made sure the team had whatever they needed. And the help from the Leuven Rotary Club didn’t end with their departure: The club continued to help two of the team get their carry-on luggage — left at the airport terminal during the attack — safely returned to them.

What remarkable examples of “Service above Self!”

Calendar of Events

September 27-October 2, 2016 — Rotary Zone 24-32 Pre-Institute and Institute in Winnipeg, Manitoba.
<http://tinyurl.com/2016Institute>

October 23, 2016 — TRF Centennial Celebration Concert and Dinner in Cleveland, Ohio, the hometown of Arch Klumpf. FMI: www.trf100.org

Sunday, October 23, 2016 — World Polio Day.

Saturday, November 12, 2016 — Rotary-UN Day.

January 15-21, 2017 — International Assembly, San Diego, CA.

Thursday, June 23, 2017 — World Peace and Understanding Day.

February 23-24, 2017 — Mid-Atlantic PETS, Valley Forge Casino Resorts, King of Prussia, PA.

February 24-26, 2017 — Pacific Northwest PETS, Doubletree Hotel, Seattle, WA.

March 9-11, 2017 — Northeast PETS, Sheraton Hotel and Convention Center, Framingham, MA.

Saturday, April 1, 2017 — Peace Symposium, Chapel Hill, NC.

Sunday, June 10, 2017 — Beyond Borders Dinner, Atlanta Aquarium. More info TBA: **SAVE THE DATE!**

June 10-14, 2017 — RI Convention, Atlanta, GA. FMI and to register: www.riconvention.org.

October 16-22, 2017 — Zone Institute, Hartford, CT. **SAVE THE DATE!**

January 14-20, 2018 — International Assembly, San Diego, CA.

June 24-27, 2018 — RI Convention, Toronto.

June 1-5, 2019 — RI Convention, Hamburg, Germany.

June 7-10, 2020 — RI Convention, Honolulu, HI.

June 13-16, 2021 — RI Convention, Taipei, Taiwan.

Polio Plus

The Advocacy Portion of End Polio Now

By Karen Oakes, 24 East End Polio Now Coordinator

In the current (July 2016) *Rotarian* there is an informative piece entitled, “What You Don’t Know About the Campaign to End Polio.” I encourage you to read this article to increase your personal knowledge of the continued need to raise monies to complete our task, as Rotarians, to eradicate Polio from the face of this earth. How, you may ask, can we continue to raise these monies so evidently needed to accomplish this feat?

Educate – Engage – Ensure

- ◆ **Educate** your community members, families and your whole circle of acquaintances to help spread the word that polio is NOT eradicated yet. Collaborate with other service organizations and community leaders to build the momentum to complete this task. Use the many excellent resources available — press releases, handouts and flyers — to share current status of this disease and the need for continued vigilance.
- ◆ **Engage** your club members to spread the word by undertaking publicity awareness builders. Ideas include Purple Pinkie Days at shopping malls, coin collection jars at club events, and by providing “End Polio Now” pins, wrist bands, and more. Stretch your imagination as we embark on this final phase of our journey!
- ◆ **Ensure** that no Rotarian allows the world to forget that we have not yet reached the goal, and that our collective job must continue until the world celebrates the final eradication of polio.

Of course, our leaders want to recognize the accomplishments that we will undertake this Rotary year and remind us of the following financial goals:

- ◆ **Encourage clubs to give a minimum of US\$1500 in Rotary year 2016-17.** Each participating club at the US\$1500 or higher level will receive a special PolioPlus certificate, recognizing the club’s generosity.
- ◆ **Encourage Districts to commit 20 percent of their available District Designated Funds toward PolioPlus.** Each participating District at the 20 percent mark or higher will receive a special PolioPlus certificate, recognizing the District’s generosity. Districts that commit 20 percent each year from July 2013 through certification of the eradication of polio will be recognized at Rotary International Headquarters in Evanston.

In addition, please note the following requirement for the Presidential Citation this Centennial year.

- ◆ **A contribution of US\$2650 by clubs to PolioPlus is one of the criteria for the 2016-17 Presidential Citation.** Encourage clubs to set this as a minimum goal for PolioPlus.

Let us celebrate our 100 years of “Doing Good in the World” each and every day of this Rotary year with our renewed commitment to ensuring the eradication of polio edges closer to becoming completed.



Out of the Classroom

The centerpiece of a master's level Rotary Peace Fellow's learning is his/her applied field experience (AFE), an intensive, inter-term, on-the-ground apprenticeship.

This year's crop of Uppsala Peace Fellows took part in field experiences around the globe, working on a myriad of international issues. Their names and AFE organization and location are listed here, along with their home nation (in parenthesis):

Nicole Ella (Australia)

AFE: United Nations Office for the Coordination of Humanitarian Affairs (OCHA); Inter-Agency Capacity Support Unit; GenCap and ProCap Projects; Surge Capacity Section Emergency Services Branch. Geneva, Switzerland.

Sireh

Jabang (Gambia)

AFE: Shalom Educating for Peace. Rwanda.

Takuya Koimaru (Japan)

Independent Research. Cairo, Egypt.

Kathleen Lonergan (USA)

AFE: U.S. Institute for Peace. Sri Lanka.

Claire Maizonnier (Australia)

AFE: Inter-organizational Cooperation Branch of the Office for ECOSOC, Support and Coordination of the United Nations Department of Economic and Social Affairs (UN-DESA). New York City, USA.

Ahmad Mohibbi (USA/Afghanistan)

AFE: NATO's Political Affairs and Security Policy Division. Brussels, Belgium.

Meena Pillai (Australia)

AFE: UNHCR Kosovo Chief of Mission Office. Pristina, Kosovo.

Krystal Renschler (Canada)

AFE: Independent Research. Phnom Penh, Cambodia.

Ahmed Abdi Wais (Somalia)

AFE: Equality Now Organization, Nairobi, Kenya.



Rotary Peace Centers

Exploring Peace in Sweden

By Alan Hurst, Rotary Peace Centers Major Gifts Initiative Committee member

I am a history buff, and my current Rotary assignment is serving on the Rotary Peace Centers – Major Gift Initiative Committee. Attending the Annual Seminar “Reflecting On Peace” in Uppsala, Sweden, proved to be the best of both worlds. The program is similar, but different from the other Peace Center conferences, taking advantage of the uniqueness of the facility, location and academic focus of the university.

The weekend began with a tour of the Uppsala University Museum. The university dates to 1477 and has had its share of renowned professors and many interesting stories to share. Among the collections were displays to Carl Linnaeus, Swedish botanist, physician, and zoologist, who formalized the modern system of naming organisms called binomial nomenclature, and Anders Celsius, Swedish astronomer, physicist and mathematician for whom the Celsius temperature scale is named.

Dinners were hosted by the University and the Uppsala Rotary Club and speakers included Past RI President Carl-Wilhelm Stenhammar, the Vice Chancellor of Uppsala University Eva Akesson, and Senior Professor of the Department of Peace and Conflict Research Peter Wallensteen. The Saturday dinner was held in the Stockholm Nation, a “fraternal-type” house that brought together people from the Stockholm area in the early days to provide fellowship and home. Today, it provides housing, employment opportunities for students, administrative training and more.

Uppsala prides itself in its strong academia basis and research capabilities. As such, the Peace Fellow presentations on Saturday were more research-based than I have witnessed at Duke/UNC or Queensland University. The day also began with a keynote address from Martin Schibbye, a Swedish journalist who was arrested for terrorist crimes in Ethiopia, sentenced to 11 years in prison, then released after 438 days. He has published a book “438 Days,” about the ordeal. Happily, one of the graduating scholars, Kate Lonergan, was sponsored by my District 7980 and made us proud. The nine graduating scholars organized their presentations around three major topic areas with three speakers in every area.

The first group session was: **Can We Build Peace; Exploring Assumptions about Peacebuilding Efforts During and After Conflict**. The scholars dealt with issues of rebuilding, preventing recurrence of conflict, rule of law and security sector reform. The second session dealt with: **Stories from the People; A Focus on Local Perspectives** and the scholars spent much of their time discussing the importance of bottom-up solutions rather than top-down solutions and buy in by the affected. Finally, the last three presentations of the day: **Reflections on Our Role in Peace** were personal histories of three of the scholars that covered that period from application into the Peace Fellow program to preparation of the thesis and future plans. The personal insights and description of their thought processes throughout the three year period were very insightful and thoughtful.

The Conference was a pleasing mix of Peace Scholarship, Uppsala history and some of the outside influences that speak to issues in today's world.



PR Survey Gains Traction

An PR Rotary survey which debuted in District 5050 was described in this newsletter in April 2016 (page 9). Since then, neighboring District 5040 ran the Public Image survey and received an astounding 96 percent response rate from clubs and members.

In general, the survey results mirror those of other Districts that have used it. Overall results indicate that club leadership in District 5040 believes that they are not making effective use of public relations, due to issues of both capacity (lack of members) and abilities (lack of knowledge of members). As a result, the leaders see a great need for skills training and developing PR programs/plans.

Presently, clubs are focusing their PR efforts on fund-raising projects, which are naturally club-based. That said, club leadership is very much in favor of multi-club PR collaborative efforts. Clubs see such collaborative efforts as a way to attract new members.

The results show that there is much that can — and must — be done to raise awareness of both the new Rotary brand/image and to improve on the capability of clubs to engage in public relations. Finally, an emerging issue is the need for the District to take a greater role in supporting clubs through training and co-ordination.

District 5050, where the survey started, held an initial meeting of the new Public Image Strategic Planning Committee and is scheduling three PR "Boot Camps" for the fall.

The survey has been translated into French by District Governor Nominee Marcel Noel of the Rotary Club of Quebec. As a result, District 7790 will be offering the survey in both English and French.

Many thanks to Mike Reddington (mikered@shaw.ca) for working with the Districts, setting up the surveys and analyzing the results. If your District wishes to use the survey, contact Mike.

—Sean Hogan

Public Image

Rotary Teamwork Acts to Get Out the Word

By Sean Hogan, Zone 24W Public Image Coordinator

Rotary District 5040 has not only been making news but sharing it thanks to the teamwork of current District PR Chair, Brian Finley, and incoming Chair Peter Rouf.

For example, when the Rotary Club of Squamish opened the Rotary Pavilion, they invited the Mayor to cut the ribbon, which generated lots of local press. This multi-sport recreational facility is a legacy of the 2010 Whistler Olympic Games. The Club's fund-raising for the project was augmented by a District Grant and donations of money, goods and talent from local community businesses.

The Rotary Pavilion is the centerpiece of a Nordic Sports facility, with an all-weather beginner ski jump, and biathlon range, hiking trails, rock-climbing, and disc golf.

Elsewhere in the District, the Rotary Club of Ladner has created a year-long public relations project with the Ladner Rotary Calendar. The calendar is also a lottery, with 60 cash prizes ranging from weekly draws of \$100 and larger draws of \$250 and \$1,000 on



special holidays throughout the year. The community is invited to submit local photographs for the calendar, generating more local media interest. The calendar showcases the farms, communities, commerce, industry and people of Delta.

The Club sells 60 sponsorship advertisements in the calendar at \$400 each — these sponsorships effectively connect the club to local businesses. Club members sell the calendars for \$20 each. Partner organizations are also invited to sell the calendars and can keep 50 percent of the proceeds from their sales.

The proceeds of all of the revenue sources cover the printing, lottery cash prizes and leave the Club with net proceeds of about \$21,000 per year. The Club ensures that all involved with the project and the general public are informed that 100 percent of calendar sales will go to charities or projects chosen by the Club for the coming year.

District 5040 is also getting the message out about the changing face of Rotary. The Burnaby Rotary club hosted an evening for young professionals and reached out to the local media to talk about all of the things that Rotarians do in the local community and around the world.

The local *News Leader* paper quoted Club President Val Lidd: "Service clubs are perceived by many as clubs for rich old men. We wish to change that myth." The article went on to list the Club's school scholarships and bursaries, literacy programs, youth programs and more, then ended with details of the Club's meetings and an invitation for the public to join them.

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Foundation Centennial



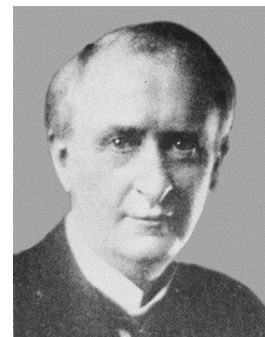
Service Above Self? Not So Fast

To commemorate the Centennial of The Rotary Foundation, look for excerpts from "Doing Good in the World," the history of The Rotary Foundation written by Dave Forward, immediate Past District Governor of D-7500, which will appear in this space on an ongoing basis. This month's passage, from page viii and following, explains how business development got nudged aside by service as a raison d'être of Rotary — but not without controversy.

By July 1910, there were 16 Rotary clubs, each with its own policies, practices and emblems. Paul Harris called for a convention in Chicago to bring some unity and a distinct mission and purpose to these clubs. While "fellowship" drew most Rotarians, "business boosting" was clearly one of the strongest benefits of participation. Each week, members were asked to report all business they had referred to, or received from, other Rotarians. In some cases, those who did not send enough trade to other members were not invited to rejoin the club the following year.

This was anathema to a growing number of Rotarians who began to initiate service activities. The service aspect of Rotary began in Chicago, where Rotarians bought a horse for a local doctor and led the effort to provide the city's first public restrooms. It continued when disasters struck in various parts of the country, and Rotarians generously donated relief supplies.

And so when Chicago Rotarian Arthur Frederick Sheldon addressed delegates to the 1910 convention, his message resounded as a call to action: "He profits most who serves his fellows best." The conventioners charged Seattle Rotarians Ernie Skeel and Jim Pinkham with writing a platform that included Sheldon's words for what was then called the National Association of Rotary Clubs. When the Resolutions Committee presented its proposal to the 1911 Portland, Oregon, Convention, Sheldon was not present, but Pinkham, as chair of the Resolutions Committee, read the platform that included Sheldon's inspiring words.



Arthur Sheldon

The delegates adopted Rotary's new platform, and "He profits most who serves best" became a guiding principle for all Rotarians. (In 2010, the wording was officially updated to "One Profits Most Who Serves Best.") The conventioners traveled back to their home clubs and inspired a groundswell of support to move Rotary away from the inward-looking — some would say "self-serving" — goals that had existed since its founding. ...



Chesley Perry

But the new ideal was not immediately universally embraced, Chesley R. Perry, arguably the second most important Rotarian in the world, given his position as general secretary and editor of *The National Rotarian*, wrote:

"The fundamental principle of Rotarianism is the belief that every man engaged in a reputable calling is entitled to all the business he can get and take care of on the "square deal" basis and that he should receive the active co-operation and support of his friends in getting it. ... The primary purpose of a Rotary Club is the promotion of the business interests of its members."

When the 1913 convention opened in Buffalo, NY, Allen Albert made another eloquent presentation, and Rotary firmly adopted the ideal of helping others, rather than simply its own members. Rotary had become a true service club.