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Zone 32: Bermuda,
Northeastern United States



July 2019

Decide where you want to end up...

July 1 has a different meaning for many. For some, summer is now in full gear, and yet as I have learned from my colleagues on the Board from south of the equator, winter is upon them. July 1 has a different meaning for them. Many may think of July 1 as the half way point. The midway point in the calendar year and the beginning of the countdown toward the annual holiday season in December. Given the recent summer solstice (for most reading this), you may think of July 1 as a shorter day than the one before. Slightly less daylight. That insidious slide toward earlier and earlier darkness.

For most reading this column, and for the past 114 years, July 1 has a different meaning. It is a beginning. It is a fresh start. It is a new cohort of leaders now at the table. If you are one of that new cohort, it is your turn. The torch has been passed to you. Fresh ideas. New ways to tackle traditional objectives. New goals. A hard stop to the last Rotary year and a tick of the clock that begins the new one.

This writer will ask you to do away with, now and forever, hard stops and new beginnings. Our organization can no longer thrive in that environment and with those behaviors. Now more than ever we need continuity. It is not “your” year, or “your” club, or “your” district. You are simply the steward of your part of our organization for a defined period of time that happens to begin on July 1. Now, more than ever, you need to have been working closely with the person who is handing you the reins and the next 2-3 people who will take the reins from you. That speaks to longer range planning. That sounds like having a multiple year strategy for success. What a coincidence. On July 1, we roll out enthusiastically our brand new strategic plan. Your specific plans in your club and in your district should mesh/integrate with our organizations new strategic plan. That is what will give us all the best opportunity to thrive as an organization. And you know what that means. More humanitarian service. More opportunities for professional and leadership development. More opportunities for meaningful friendships with like-minded folks.

It would be good if we had more hands on deck. What a coincidence. On July 1 we roll out the new Grow Rotary plan. Not a single year plan. A strategy for sustainable growth. A plan to be handed off from President Mark to the next president, and the one after that, and the one after that. In Zones 24/32 our part of that plan is ending up on 30 June, 2020 with 56 new clubs among us.

(continued next page)

What role will each of your districts play in helping us to end up there? But wait you say. This is a lot of new stuff. What if I get push back? What if I encounter folks who are comfortable with the status quo, thank you very much. What a coincidence. Now, in the Learning Center at rotary.org, is a new module called [Leading Change](#) . It's for you. It's for all Rotarians. Go there today and work through it. Encourage all who you serve with to do the same. Use proven change management principles to manage the change you desire so that it doesn't manage you.

Need help with all of this? Want resources to help you? Shift over to the left border of this newsletter and reach out to the Coordinators who can help you to thrive in this Rotary year. Come to Niagara Falls this September (go to the [Zone 24&32 website](#) now and see the program then register). Be in Niagara with hundreds and hundreds of folks who can help you, inspire you, learn from you...and most of all have FUN with you.

If you don't know where you're going, how do you know when you get there? (Thank you Yogi Berra). That is relevant in your life as well as in your Rotary life. Think not about July 1. Think today about 30 June, 2020. In both your life and in your Rotary life...

Decide where you want to end up. Now be intentional and go there.



New Club Development Champions

Do you want to be part of a New Club Development Team?

Are you part of an innovative new club or have you helped develop one?

President Mark Maloney's emphasis this year is his Grow Rotary Initiative. Specifically, he is targeting new clubs and new club models offering alternative models of engagement. Along with continued support for growth in our traditional clubs, we have been challenged to develop new models of experiencing Rotary that may appeal to demographic groups that may not be able or willing to join our traditional clubs. This is your chance to be part of a North American membership initiative that will help grow Rotary through new club development.

The task: We are looking for two champions in Zone 24 and two in Zone 32. Training/resources will be provided. This person will work with our Rotary Coordinators and Assistant Rotary Coordinators in jump starting new club development in our Zones.

The select group of specialists from North America will share best practices, discuss opportunities and set goals for a focus on establishing new club models throughout North America.

Job Requirements:

PDG preferred but not required

Verifiable data for clubs you have helped establish

Willingness to commit to a minimum of three years

Please contact RID Jeffry Cadorette (jeffrycadorette@gmail.com) or RIDE Valarie Wafer (valarie.wafer@gmail.com) to express your interest

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Valarie's View from the Wings

By Valarie Wafer, Director-Elect

"You can't depend on your eyes when your imagination is out of focus"

-Mark Twain

This Rotary year, *Rotary Connects the World*, will be a new chapter in our history book, every new chapter helps us move our organization forward.

This chapter will not be written on July 1, perhaps there is an outline. Eventually the chapter will take form with words, sentences and paragraphs; our roadmap to lead us through our Rotary year. The content may include; goals to increase membership, develop new club models, increase giving and participation in grant activities through our Rotary Foundation. Each chapter builds upon our rich history and helps to set us on a path to innovation and change. If you can imagine it, it can happen.

Mark and I will begin a new chapter as well. The title changes from RIDN to RIDE and with it begins the journey of learning and development. As we "RIDE" together in the next year let's continue to move the needle every day, because each little win gives us energy to do more. Check out the story on the charter of the D7780 New Voices club... all because it was imagined how to include alumni ... awesome!

Director Jeffry and his team have put together a fabulous schedule and line up for us in Niagara Falls and the pre-conference training team are working hard to ensure the training is current and relevant. It has been confirmed that RIDE Holger and Susanne Knaack will be joining us, we look forward to being with them in Niagara Falls. Go to the Zone website for more information on the great line up of speakers and the innovative program planned. [REGISTER NOW!](#)

SAVE THE DATE:

Going forward for 2020 we will execute the next chapter in the format of Zone Conference/Institute. The leadership training will be separate and there will be two specific focused symposiums that concentrate on two of the UN Sustainable Development Goals. So, mark these dates in your calendar... more to come.



GETs, GNATs
Leadership Training
Toronto
Sept 23-26, 2020



Life on Land
Symposium
Anchorage, Alaska
Nov. 19-21, 2020



Life Below Water
Hamilton, Bermuda
Jan. 14-16, 2021

A Shout-out to “New Voices” in District 7780

By Marty Peak Helman, District 7780 Growth Chair

On Saturday, June 15, the New Voices District 7780 Rotary Club was chartered with 33 new members. The newly minted Rotarians – who range in age from 18 to 30 – are all graduates of the District’s phenomenal RYLA program. They were introduced to RYLA and Rotary youth leadership at age 15 as rising high school juniors, and since then, they have stayed active through the District’s RYLA Reset program for RYLA grads, RYLA workdays, and RYLA leadership opportunities. What these young people have in common is a love for what RYLA – and by extension Rotary – offers them in terms of positive youth development. But, with high school graduation looming, many of them were expecting to leave the Rotary orbit.



“We have a strong track record of getting RYLArrians into Interact, if they aren’t involved already,” explains Phil Giordano, executive director of RYLA in District 7780 and past president of the Scarborough (Maine) club in that District. “Then they graduate from high school and go off to university, and we tell them to check out a local Rotaract club, or start one if there is none on campus. We lose many of them then – and more when it’s time for them to graduate college and concentrate on their careers.”

It’s a common problem throughout Rotary in North America. “We have the greatest pipeline in the world of young people coming up through RYLA, Youth Exchange, and Interact and Rotaract,” says RI Director Jeffrey Cadorette, who participated in the Chartering. “Other organizations would kill for a pipeline such as we have. But we are only now beginning to learn to capitalize on it. New Voices gives us a critical tool to do just that and turn our Rotary youth alumni into Rotarians.”

This spring, it suddenly became evident to RYLA director Phil and me, as the District 7780 Growth Chair, that the changes enacted by the 2016 Council on Legislation meant that the young people could form a club of their own – a club that would focus on youth leadership and which would meet (mostly) on line, with three or four “live” events each year – events which the young people are already involved in.

Phil Giordano reached out to his RYLA leadership team, determined solid interest in a new club, and helped them get organized. First, the young people created their own Mission Statement: *New Voices D7780 will be a new type of Rotary Club that is accessible to people of all geographies, abilities, and ages, and is for folks who share a passion for youth leadership development and service to others; our goal is to expand the traditional model of Rotary to as many people as possible.*

What is clear is that New Voices is a whole new kind of Rotary club, focused on capturing an underserved population that happens to be already excited about Rotary, but who – because of time constraints, school commitments, and job expectations – could never commit to a weekly or biweekly mealtime meeting. In Rotary parlance, the closest existing model is a Passport Club, and certainly, the New Voices Rotarians expect to “make up” with Rotary clubs in communities where they may be studying or working in order to engage with them in service or fundraisers.

Zone leadership – most especially Director Jeffrey Cadorette and Director-elect Valarie Wafer – have been extremely supportive and are firmly committed to this new concept. RI Director Jeffrey brought a video recording of President Barry Rassin, welcoming the club to the Rotary world. And it was Jeffrey who recognized that this model is infinitely scalable, and can be replicated in any District in the world. All it really takes is an existing strong Rotary youth program – it could be Youth Exchange, Interact, or a campus-based Rotaract. Access to a database of past members of that program going back at least several years is helpful. Additionally, a group of seasoned Rotary mentors are needed to help navigate the process, while empowering the new members to create Rotary from a blank canvas.



For more information about the New Voices Rotary Club and how you can start one in your District, reach out to District 7780 Growth Chair Marty Helman, martyrotary@gmail.com; or RYLA Executive Director Phil Giordano, philtastic7780@gmail.com.

Calendar of Events

September 17-18, 2019 — Zone 24-32 DG, DGE, DGN training, Niagara Falls, Ontario, Canada [Register here](#)

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, Hawaii

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 (tentative)

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:

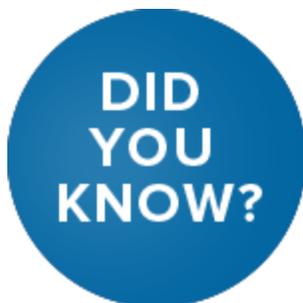
<http://greatideastoshare.com>



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

Rotary's Vision Statement

Zone Conference Niagara Falls, Ontario



**Wednesday
September 18
District Chair Training**

Foundation

Membership

Public Image

International Service

District Trainer

[Register here](#)

One day package available, check it out.

Rotary International President Elect Holger Knaack and Susanne to attend Zone 24-32 Conference in Niagara Falls, ON September 19-21, 2019

By PDG Nabil Oudeh, General Chair, Zone 24-32 Conference 2019 Niagara Falls, Ontario

Every year leaders from across our two zones gather for an annual pilgrimage to Zone Institute/ Conference. I remember my first Zone Institute when I was District Governor Nominee from District 7040. The anticipation of meeting my classmates and other past and current DGs and Rotary leaders was exciting and intimidating at the same time. But the everlasting memory that has been imprinted in my mind was the openness and camaraderie that I experienced between all who attended. We were all ONE, one body, one community, one family coming together to learn, grow and build new friendships and reconnect with older ones.

As we completed our training sessions and the conference began I observed with amazement our Rotary International incoming president roaming the hallways, without an entourage saying hello to people and chatting with Rotarians. I had the privilege of meeting and chatting with our RI President Elect. And since then I have had that opportunity at every zone institute and Conference. Having an opportunity to engage with our senior leaders is critical to the success of our organization. Having forums such as the Zone conference to allow for such opportunity is very important to us as front line leaders and needs to be encouraged. Last year in Montreal, President Barry and Esther visited with all the breakout sessions on Thursday morning and participated in a number of others in addition to the keynote speech.

So, this year we are delighted to welcome Rotary International President Elect 2020-21 Holger Knaack and Susanne. Holger is a member of the Rotary Club of Herzogtum Lauenburg-Mölln, Germany.

RIPE Holger believes that Rotary must focus on increasing the number of female members and transitioning Rotaractors into Rotarians. As well he believes that the People of Action campaign offers new public awareness possibilities for Rotary. "This

campaign conveys our global image while still respecting differences in regions and cultures," he says.

So as we come together in Niagara Falls, Ontario September 19-21, let us welcome our President Elect. This amazing conference will give you opportunities to learn, share, connect and grow as a Rotarian leader. Join us and be part of the discussion to determine our future as the best international service organization.

If you have registered, I look forward to seeing you in Niagara Falls. I can't wait to see you and thank you in person to your commitment. And IF you have not registered yet, please do so at your earliest convenience. We need all of us to come together in Niagara Falls in September 19-21.



Greetings from Your Friends in Michigan, Ontario and New York

By Chris Etienne, Zone 29 Liaison

It is hard to believe that here we are starting another new Rotary year. We are moving closer to our official zone realignment in 2020 and are looking forward to making new friends and spending time together at the Zone Conference in Niagara in September. Here is a bit more about us:

The five districts that will join the new Zone 28 are comprised of clubs located in Michigan and Ontario. Here are the details:

District 6290 – 60 clubs located in Michigan and Ontario. The southern most club is Holland, Michigan and the northern most club is Wawa, Ontario.

District 6310 – 32 clubs located in central and north-eastern Michigan. The clubs are located in the thumb area of Michigan and go north inland and up the coast of Lake Huron to Alpena.

District 6360 – 52 clubs located in the central and southwest corner of Michigan including Lansing, the state capital and running south to the border of Michigan and Indiana.

District 6380 – 52 clubs located in Michigan and Ontario. The Michigan clubs are located in the north and western suburbs of Detroit and there are seven clubs in Ontario near Chatham and Dresden.

District 6400 – 52 clubs located in Michigan and Ontario. The Michigan clubs are located in the southeastern part of the state, including Detroit, and the Ontario clubs are in the southwest including Windsor.

The four districts that will join Zone 32 are comprised of clubs located in upstate New York. Here are the details:

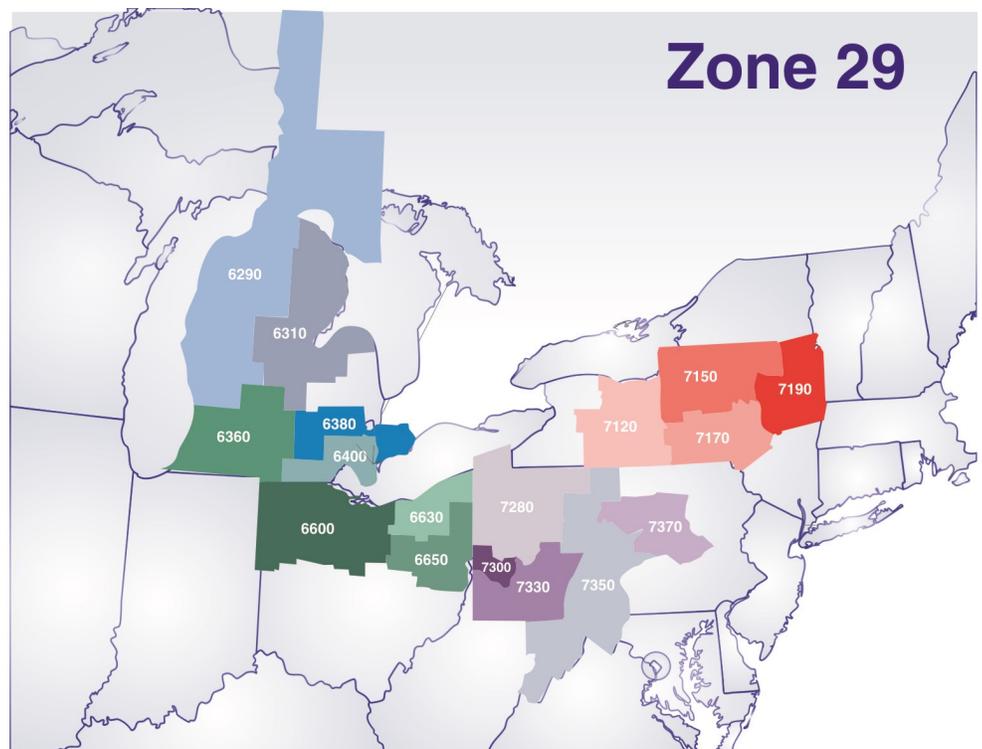
District 7120 – 69 clubs located in the western part of the state of New York. The northern most clubs are located in the Rochester area and the southern-most is in Elmira.

District 7150 – 42 clubs located in the central part of the state of New York. Clubs in this district include the areas of Syracuse in the center, Dogleville to the east and Oswego to the northwest located on the shores of Lake Ontario.

District 7170 – 44 clubs located in central New York. The southern clubs in this district are near the border of Pennsylvania including Binghamton, and the northern most is Richfield Springs.

District 7190 – 40 clubs located in Mideastern New York. The clubs in this district include the state capitol of Albany as well as the areas of Salem and Lake George which are near the border of Vermont.

Looking forward to our future time together as Rotary Connects the World.



MOSAIC: CREATING A DIVERSE ROTARY



“We become not a melting pot, but a beautiful mosaic. Different people, different hopes, different yearnings, different hopes, different dreams,” united in service to create a better world. Jimmy Carter

Art: RC Squamish, BC

By Cecily Smith, RC Metro NYC, Zone 32 ARC

“We are less when we don’t include everyone” *Stuart Milk*

When we talk about increasing diversity and inclusion in Rotary, what does that even mean? Think of diversity as having a party and inviting a varied group of guests - by age, ethnicity, orientation, race, religion, profession. Inclusion means actually having this varied group AT THE TABLE planning the party. So, when we talk about diversity, **we also mean inclusion: giving marginalized voices an equal space to be heard.** There are so many views and voices with much to offer Rotary, and much to gain in return.

Clubs are realizing their membership doesn’t always reflect the community around them. Does that matter? Should we care about diversifying Rotary? Does that affect membership?

- It’s the right thing to do and follows the 4 Way Test
- Diversity is not the end goal - it is the means to a more inclusive, just, and effective organization.
- Rotary Clubs that reflect their community have a better understanding of how to best serve that community
- Research shows organizations that embrace diversity are more innovative and outperform their competition [See here](#) and [here](#)
- It is part of how we will evolve and survive as an organization

Earlier this year, RI’s Board of Directors issued a statement on diversity:

“As a global network that strives to build a world where people unite and take action to create lasting change, Rotary values diversity and celebrates the contributions of people of all backgrounds, regardless of their age, ethnicity, race, color, abilities, religion, socioeconomic sta

tus, culture, sex, sexual orientation, and gender identity. Rotary will cultivate a diverse, equitable, and inclusive culture in which people from underrepresented groups have greater opportunities to participate as members and leaders.”

How can we make this vision a reality? Building a diverse Rotary is a dual process: looking inward to evaluate how we operate and present and reaching outward to connect with the community. What can we do as individual Rotarians? As clubs? What can our Districts and Zone do?

Zones 24 & 32 welcomes you to Mosaic: Creating a Diverse Rotary. In this monthly column we’ll be sharing success stories, personal takes from diverse Rotarians, and toolkits and strategies to help you and your club.

First, start a conversation with your club! Try this short exercise at your next club meeting: [The Imaginary Rotarian](#) by RC Harlem President Dwayne Norris. Are there members interested in learning new ideas on how to expand your club’s community? Check out the **Building a Diverse Club Course** at the Rotary Learning Center, and then have a club discussion.

[Diversify Your Club Interactive Lesson](#)

[Diversifying Your Club toolkit](#)

[Representing Your Community’s Professions toolkit](#)

[Finding New Club Members toolkit](#)

And an easy, basic step: **TELL PEOPLE THEY ARE WELCOME!** If your club really means it and is welcoming to all guests, include a message on your website home page and social media: “We are inclusive. All are welcome at any of our club meetings and events.”

Questions? Ideas or success stories on inclusion to share or areas you would like **Mosaic: Creating a Diverse Rotary** to cover? Email rotary7230pr@gmail.com

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My name is Jim Hunt. I am a past District Governor and member of the Rotary Club of Ohio Pathways (D-6600). Joe Berninger, founder of the Guatemala Literacy Project (GLP), and I are **organizing Rotary service trips** to Guatemala. We are looking for interested Rotarians.

The GLP is the largest grassroots, multi-club, multi-district effort in the Rotary world not directed by RI itself—the **“gold standard” of Rotary projects**, according to former RI President Ian Riseley. Over 600 Rotary clubs from 8 countries have participated in the GLP since its inception in 1996. GLP Textbook, Computer, Teacher Training, and Youth Development programs currently serve more than 50,000 impoverished children.

We need Rotarians to join the following [service trips to Guatemala](#):

July 21-27, 2019
July 30-Aug 4, 2019
Nov 14-17, 2019
Feb 1-9, 2020
Feb 18-23, 2020
July 12-18, 2020
July 21-26, 2020

These trips offer a variety of experiences: Some are longer or shorter; some more “hands on”—and **all** of them give you the opportunity to be a meaningful part of Rotary’s work fighting poverty in Guatemala. Please visit the [project’s website](#) for more details.

Could you share this opportunity with members of your club?

If you have any questions, you can email me at info@guatemalaliteracy.org.

Yours in Rotary Service,

Jim Hunt, PDG
Rotary Club of Ohio Pathways (D-6600)

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The Rotary Foundation: Seeing is Believing Part 2

By Eileen Rau, ARRFC, Zone 32

Seeing a project come to fruition after months of planning, raising funds and submitting a Rotary District Grant has to be one of the most exciting Rotarian experiences. Being able to actually see and touch the project, gave me a greater understanding and appreciation of Rotary, The Rotary Foundation and our mission of Doing Good in the World.

Rotary projects don't have to be costly, involve elaborate grants or be far reaching projects. Even *so-called* little initiatives can make a huge impact. West Hartford's Elmwood neighborhood has a large percentage of low income, immigrant, single-parent and minority families. Located in the middle of this neighborhood is a town owned facility called HANOC, The Hillcrest Area Neighborhood Outreach Center, which provides after school and summer programs for children and a haven for parents where they can learn English, kind of like the old settlement houses. The Center provides tutoring, mentoring, computers to use and a safe place to gather and have fun far from the trouble that can sometimes happen in the surrounding neighborhood.

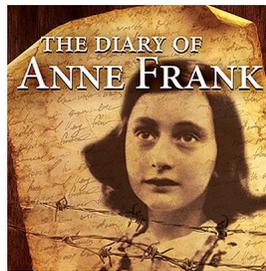
These children have few enrichment opportunities. Most families do not have cars or the wherewithal to take their children to the library, museums, etc. Studies show that these kinds of opportunities enhance literacy. HANOC and the Rotary Club of West Hartford purchased tickets for the local productions of *The Diary of Anne Frank* and *A Christmas Carol*. We arranged bus transportation to get the children to the theaters. Both tickets and transportation were purchased with the support of a Rotary Foundation funded District Grant for \$2,000. After each production the group read the source materials and discussed their experiences. Club members chaperoned 2 or 3 children each for each of the plays.

Our first outing was to Playhouse on Park, a community theater, to see *The Diary of Anne Frank*. During their discussion with their teachers the children expressed how compared to Anne Frank, their lives were so much better despite the fact they themselves didn't have much. They could go outside, she couldn't. They had lots of friends, she didn't. i.e., they were free, she wasn't.

The second production was *A Christmas Carol*. This was the first professional theatrical production they had ever been to. The book discussions afterward centered around Dickens' underlying criticism of society at that time. He himself as a child had to work in a blackening factory when his father was in the workhouse. The children discussed how the poor were punished for their poverty during that time period.

Scrooge tells his former business partner and ghost Jacob Marley, "You were always a good man in business." Marley replies, "**Mankind was my business, charity, mercy, forbearance, benevolence were all my business.**" - sounds a lot like what Rotary is all about.

I was seeing and experiencing Rotary Doing Good in the World. – in this case in my own backyard. In this case, seeing was believing, believing in all the good we as Rotarians can do with the help of The Rotary Foundation, making our world a better place one person at a time.



Solvatten in Tanzania: A Clean Water Project

By Bengt Gustafsson, Nykvarn Rotary Club, District 2370, Sweden

Introduction

Safe drinking water is taken for granted in some parts of the world. Yet, it is a scarce resource for many. According to the World Health Organization, at least two billion people globally lack access to safe drinking water on a daily basis—an outrageous fact that Rotary and Solvatten are working to change.

Nykvarn Rotary Club in Sweden has been collaborating with other Rotary Clubs in Sweden, France and the UK over the past seven years to organise “Solvatten in Tanzania,” a safe drinking water project. This project is focused on Ilemera, a small community south of Bukoba. It is coordinated locally by the Swedish organisation “Give it Forward” at their school, the Ilemera Carpentry Center for Orphans (ICCO).



Solvatten

Solvatten is a Swedish social enterprise founded by inventor Petra Wadström. Their simple, durable household water container uses only sunlight to provide safe water year after year. A Solvatten device, when opened to the sun, will clean and heat biologically contaminated water to the World Health Organization’s highest standard for safe drinking water. Its use of solar energy reduces the rate of deforestation and diminishes CO₂ emissions by 30-50%. Today, Solvatten is well established, providing safe and hot water to approximately 50,000 families worldwide.

Project Performance

In total, Rotary purchased and sent 409 Solvatten containers from Sweden, and they were given out to the people of Ilemera over four years. The local project team and ICCO headmaster Geoffrey Tilwetwa invited the poorest families in the Ilemera region to participate in seminars about “One way to cook water without wood or charcoal.” Participants, mostly women, were taught about clean water and trained to use a Solvatten container. They went home with a Solvatten unit and a covered bucket for storing their clean water. The project team has visited all participants regularly to ensure the proper use of Solvatten. Now, after Solvatten has been given out, many others in the village are asking where to buy one for themselves!



Results

Since the project began, we performed a focused survey of 60 families about their use of Solvatten. People reported:

- Less stomach problems, fewer missed days of work or school, and lower costs for treatment/medicine.
- Decreased need and lower costs for wood and charcoal.
- Better access to hot water for cleaning and cooking.
- Time saved cooking using the preheated Solvatten water.
- Clean drinking water that doesn’t taste like smoke—“It tastes good.”

Visit to Ilemera

My wife and I and another Rotarian couple, visited Ilemera in February 2017 to view the work and meet the people who use Solvatten. It was a great pleasure to see all the benefits. It helps women in their daily lives especially. One woman said, “I keep Solvatten as it is an egg!”

Visiting the local hospital, we learned that the number of visits due to stomach problems has decreased from 1,112 cases in 2014, (mainly children 5-10 years old) to 268 cases in 2016. This decrease can be attributed to the increased knowledge about sanitation and the clean water produced with Solvatten.

Conclusion

Recently, Tanzanian President Magufuri requested all schools serve their students clean water. Rotary has answered the call. This Solvatten project has helped about 5000 people build a better life in Ilemera.

Thank you to all supporters and the ICCO staff.





We, Rotarians, cannot tire of the Polio Program

By Stella Roy, End Polio Now Coordinator, Zone 24 East

There is such Hope and Optimism in the countries where Health Care Workers are dying for our number one priority, and still go out day after day to vaccinate children to see their country polio free. **Complacency is NOT an Option**

I was in Madagascar in October 2015 on a team led by Anne Lee Hussey and Gretchen Bren. We were there because Madagascar, an island off the coast of Africa, had become complacent. They thought because they were surrounded by water, off the mainland they could not get the polio virus.

That country taught us the lesson that showed us that without the herd immunity Polio can resurge, but also that we can eliminate it with diligent vaccinations to EVERY CHILD.

October 2014 to August 2015 Madagascar – (a country declared polio free in 2005) suffered 10 cases of circulating vaccine derived polio (cVDPV) between 2014-2015.

I was fascinated by this trip as unlike the other trips I have been on, Madagascar did not have all the clinics and strategies in place. Their country had stopped routine immunisations in 2005.

Sadly, as a result the country had no “herd immunity” and a case of vaccine derived (cVDPV) occurred in October 2014. For acute flaccid paralysis (polio) to happen the virus has to have been circulating and strengthening for some time. Following this, 9 other cases were found between Feb and August of 2015. Madagascar was unusual as two of the children were 10 and over. As a result, children age 15 and under were vaccinated. It is usually under 5 because there is enough group immunity after 5 years old.

The country had been declared a high-level emergency by WHO and UNICEF and WHO were mobilised to increase their presence. By October 2015 when we were, there, the government was grateful for help and was cooperating because of massive PR and Advocacy campaigns by the PolioPartners. The government was well aware that the “**Eyes of the world were on them**” as one of only three countries to have outbreaks because of lack of immunization. This is a lesson to our North American communities who are reluctant to vaccinate

My experience in Madagascar in October 2015

On Arrival in Madagascar we saw at the airport a big banner about polio and immunisation and two health care workers were sitting at a desk with polio vaccine for any traveller who had not been vaccinated against polio which was encouraging, although they were sitting quietly in a corner so we got to work right away encouraging them to go over to the passengers of our plane as we waited for our luggage. It was midnight!! But they did it.

After the first case of polio (cVDPV) October 2014 a local vaccination campaign was completed. It wasn't until the Feb. 2015 case that Madagascar reacted with a late campaign in April. The government was in disarray and nothing more happened until August. The August 2015 campaign occurred the Monday after the Presidential elections (first election since 2009) so the turnout was poor. Another campaign occurred in September 2015 and we were there for the October campaign.

UNICEF and WHO briefed us the first morning. We were told that each campaign was reaching more and more children and compliance was improving. The word was getting out about the cases of polio. They were vaccinating children up to the age of 15 as it was 15 years since national routine immunisations.

What I didn't understand before going there was how desperately poor and disorganised Madagascar was. The first task for the teams was to understand how many children there were in Madagascar as the last census was 1985. *(continued next page)*

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On our travels to health clinics we met the community leaders who were Muslim and explained men could have 4 wives and each wife may have 8 children, so it was impossible to guess the number of children. Others may be Christian with one wife and 2 children.

Madagascar is large and it is very difficult to reach the outermost areas. There is only one coast road to the port and except for the tourist areas the southern most parts are almost impossible to get to.



WHO and UNICEF polio teams, helped by our Rotary dollars, were working 24/7 re setting up the districts, health centers, teams of health care workers to get the vaccine to every child. On our travels we were seeing the development and strategies beginning all over again having learned from India, and Nigeria.

We witnessed the education of the health care workers to be vigilant and get as many children as they could each day and find EVERY child. In one district we were told the leader had divided the 5-day immunisation campaign into numbers. If they had 20,000 children to vaccinate, once the health care workers had vaccinated 5,000, they went home even if it was 10.00 am. I saw the patient UNICEF director Andre explain that they should do as many as possible the first day and then continue to check and do MOP up door to door on the last few days to make sure no children were missed.

One innovative group had an Influencer` who wore a mask, danced and sang in the local dialect about polio and its effects with a squeeze box. This area had great compliance because of her fun approach.

The government were supportive and issued a proclamation that all children must be immunized.

The private companies e.g. the phone company texted all their clients re polio vaccination days and where to go,

DHL helped transport the vaccine to the remote and difficult areas throughout the country,

There were free PR and Public announcements.

UNICEF had spoken to all the churches,

The President went in south with UNICEF, WHO, Minister health and Minister of Water and Interior and the First Lady. This involved flights, and three days of road and river crossings.

We saw firsthand open defecation, poor water and hygiene and how hard it is going to be to stop the transmission. But this shock and the fact that the eyes of the world are on them had mobilised an amazing effort and renewed sense of pride for the communities.



We met dedicated clinic managers who had a bed (Mattress) in their centers in case the power went out for more than 7 hours as the vaccines must be kept at a certain cold temperature. They had to be transferred into the coolers with frozen ice packs until the power came on again. The Bill and Melinda Gates Foundation were helping with generators and strategies to help to prevent this.

We saw people working long hours and travelling far to help make Madagascar polio free again.

The last case was August of 2015 so we saw the work of the dedicated health professionals and UNICEF , Rotary, Bill and Melinda Gates and WHO succeeded in stamping it out again and the country has the legacy of renewed health care clinics and health team networks because of the polio strategies.

So, Please, we know what to do -- IF we vaccinate enough children the virus has nowhere to go. Your advocacy and continued support are needed now more than ever.

We have seen the challenges in Pakistan and Afghanistan and how quickly the virus can grow but as Michel Zaffren said at the Hamburg Convention –

We are on the last mile of the marathon – We are so close to the finish line; you cannot give up now - we can rest at the end.



Building Comm-Unity

Verb; the act of enhancing, improving and impacting the community through a unified and collaborative effort of all stakeholders

Synonyms; Service Above Self, Minga

By Laura Morie, Rotary Club of Westlock, Assistant Rotary Coordinator Zone 24W

District 5360 Building Comm-Unity Conference was an integrated event that had Rotarians going into the community of Olds and welcoming community members to join Rotarians. What made this so special is that Conference Chair Marvin Pawlivsky and his team, wove the theme through every little detail. As a result, over 320 Rotarians and partners, combined with close to 550 Olds and area community members experienced



Friday was spent working on multiple service projects, was recognized and truly appreciated by the town. This included building a Pergola alongside the students at a school that recognized a long-time educator and community builder. Time was spent in a couple of Seniors complexes play games, socializing, and even enjoying a Rotarian Elvis. Building and installing blue bird houses was a hit, as well those Rotarians sweeping the roads in preparation for a community bike race. Working alongside Interact, Rotaract, YEX and community members made these events incredibly impactful.



Olds College and area put on a Building Comm-Unity Rodeo, with all the athletes being high school and college students from the local community. The winners of each event were rewarded by Rotary Scholarships to continue their studies. In fact, through the District Clubs we raised another \$4,500 toward the Scholarships in general programs at the college.



Rotary can make a difference.

The Building Comm-Unity program was intended to get our membership engaged in community issues, to have open dialogue and come away with a better understanding on how Rotary can make a difference. Programs revolving around Mental Health issues, the state of our Health System, a Truth and Reconciliation Blanket exercise, developing a Vulnerable Sector Policy, sharing our International projects, were all well attended and truly challenged some our membership. What was very exciting was the Chartering of our Districts second new Club, The Rotary Club of Calgary Connect, where the average age is under 35. The Old's community surprised us with a "flash mob" choir that arrived to treat us with their rendition of "Let There Be Peace on Earth" as their way of thanking us.



Our Youth Program with Craig Kielberger and our youth leaders hit it out of the park with the close to 200 youth from around the District, including 15 from the Kanai Reserve and a dozen South Sudanese Youth. Our youth and several Rotarians were also treated by Past Peace Fellows, a winner of the Young Innovator People of Action Award, a Young Refugee and an Inclusive Student who all shared their incredible stories.

Closing off the program with Awards celebrating Rotary and a Concert created so much energy and introduced Rotary to over 550 community members. We believe we succeeded in Building Comm-Unity in every facet of the conference, and at the end of the day we were able to contribute \$25,000 towards Community Scholarships and to the Olds Rotary Athletic Park. We were only able to accomplish all of this because we had an awesome team who all shared a vision.



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Effective Public Image Is Our Superpower

Marjolein Lloyd, Assistant RPIC, Zone 24W, Rotary Club of Kelowna Sunrise, D5060

Promoting or creating a positive public image for your Rotary Club can mean so many different things, especially among various clubs. Whether you are promoting internally or externally, creativity is your only limit. Being aware that you are using the proper branding is key; logos and guidelines can be found on the Brand Center at Rotary.org.

District 5060 is 57 club international District that encompasses north central Washington state and south-central British Columbia. Over the last couple of years, the District has been working hard to update the roadside signs near the entrances of each community that have Rotary Clubs. Outdated and dilapidated signs were replaced with the current logos, standing out from other community service organizations. Several clubs have been advertising on the radio, using the "People of Action" campaign. Prior to the District Conference held at the beginning of May, the local newspaper published a multi-page insert which highlighted not only the upcoming events of the conference, but also several local Rotarians and the organization itself. DG Sherry Chamberlain and her conference committee also raised the Rotary flag on the front lawn of City Hall prior to the conference.

Speaking of the Rotary flag, another fun campaign that DG Sherry has been promoting is a hashtag ... **#WaveTheRotaryFlag**

Members have been encouraged to take a Rotary flag on their travels (a flag of any size will do) and take photos with the flag. Post your photos on social media with the hashtag #WaveTheRotaryFlag. This is a fun way to engage with others and see how far the Rotary Flag will travel. The International Convention in Hamburg was a great opportunity to #WaveTheRotaryFlag (hint hint, nudge nudge, wink wink)

Internal promotion is just as important as external promotion. Sometimes Rotarians need to be reminded about how special this organization really is. While attracting younger members is a vital part of Rotary, legacy members have value to our clubs, and it is our responsibility to engage them. Rotary.org has several fantastic videos that can be shown at the club level; these may be a great way to remind members how we can BE THE INSPIRATION.

Beyond encouraging members to engage in club activities, promoting a positive public image can take on all sorts of creative avenues, both internally and externally. Putting a simple Rotary decal on your vehicle or place of business to naming rights on a building, park or garden are really only the tip of the iceberg. Public transit and other commercial vehicles (a cement truck in Salmon Arm, British Columbia) have been known to sport a Rotary wheel or two.



too!

Creativity is key; but remember, you don't have to reinvent the Rotary wheel. RI staff have done a great job providing countless resources online...it's up to you to utilize them to their potential.



Rocking the Public Image World

Rotary District 5010 is ROCKING the Public Image world. The District's Public Image Chair Kelly Larson has a team of Rotarians who are policing the district's ClubRunner and Facebook accounts for proper branding, action photos, and People of Action Campaigns, to enhance public image, therein creating great Public Relation teams. She has teamed up with ARPIC Roppel giving seminars and recruiting for her committee. She is planning to hold online meetings inviting photographers to teach Rotarians how to take "stellar action shots", then teaching them how to apply the People of Action campaigns to



"get the word out!" They have a district newsletter that goes out monthly where clubs and individuals are celebrated. DG Fejes is revamping the District Website to be more welcoming and informational with great Rotarians in Action and making it more user friendly with great photos. The site will be beneficial to officers to find information.

The District Leadership Academy has a Public Image session taught by ARPIC Rosie Roppel leading participants to the Brand Center, the Learning Center, and challenging folks to add one of their Club or District Signature Projects to the Rotary Showcase, and to use the many useful types of social media (print, electronic, and radio), besides creating a People of Action photo or two, how to advertise their fundraisers and projects to the public.

Rotary Interact has set the bar very high for all clubs. If all Rotary clubs would do what this club is doing, their clubs would grow membership, donations (Foundation), fun, social events, projects, and international projects just like this Interact club has done. This particular club - *Kayhi Interact Club* sponsored by The Rotary Club of Ketchikan First City in Alaska under Interact president Emma Campbell, who happens to be a junior, has achieved what they call the "**The Record Year**". This incredible group of a record of 71 high school students are self-directed and have demonstrated exemplary service in local and international projects. They have mentors for all offices, have drawn up pledge certificates for students to sign and have a lot of hands on activities. The highlight of their year has been:

- A recorded amount of graduation sashes earned for seniors of a total of 22.
- A record amount of club members this year with a total of 71 out of 450 students.

By Rosanne "Rosie" Roppel' RPIC team report Zone 24W

- A record amount in active members in our club with the percentage of 92%
- A record amount of money earned in total for the African School Project: Tafcom Organization of \$3,785.

So how did they do this? Following the example of their mother club, "How They Do it!" and that includes **Public Image**. They call the local newspaper when they are putting on a project, they publish and promote on their own Facebook, Instagram, and Twitter accounts, make sure their events are put in their school newspaper, local newspaper, Facebook, Instagram, twitter accounts. They ask Rotarians with cameras to show up and help document. Enclosed are some their pictures which are great models for all Rotarians to use. Here are their projects.

- The 4th of July annual Duck Race partnering with their mother club
- Blueberry Arts Festival
- Peace Grams Haunted Festival
- Pioneer Home Pie Auction raising money for seniors' activities
- Winter Arts Faire
- Daddy Daughter Dance for Tafcom school in Tanzania, Africa
- Color Run for Suicide Awareness
- Awards Banquet Celebrating their seniors
- Electronic recycling
- Pioneer Home Family Night Dinners
- Pioneer Home Bingo Nights
- Pioneer Home Ice Cream socials
- Swim meet timing
- Christmas Tree lighting
- The Enchanted Forest Fundraiser
- A local business Christmas Party
- Debate timing
- Animal shelter

