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**Zone 24:** Canada,  
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St. Pierre and Miquelon

**Zone 32:** Bermuda,  
Northeastern United States



**March 2020**

## New Leadership poised; current leadership runs to the finish line (please?)

When I wrote my column for our February newsletter, the deadline was prior to our International Assembly (IA) which occurred in San Diego in January. This is the first opportunity I've had to reflect on it with you.

Congratulations to all the District governors-elect who assembled there from around the globe. I.A. truly allows participants to see and feel the internationality of our organization. It allows for the cross pollination of ideas and best practices from around the world as the governor-elects and their partners train and network together in preparation for their upcoming role on 1 July. So much energy. It is palpable. The link below allows you to access the images and videos from I.A. 2020. Take a moment to capture a flavor of the event and listen to the messages the participants heard which are there for you via video.

<https://my.rotary.org/en/exchange-ideas/events/international-assembly-images-videos>

And, to our current class of district governors, you are running toward the finish line on 30 June. At least we hope you're running. A couple of observations. In too many cases, district governors begin to coast at about this time. It happens and for a variety of reasons. Our encouragement to you is that you not be one of them. Run, don't coast, to the finish line. Re-examine your goals and objectives. Prioritize them and use any and all of the resources available to you from our zones to help you to accomplish them. Leave your district stronger than when you found it on 1 July 2019. Help your clubs to do the same.

Second observation. In all of my travels, one thing is consistent among districts who really get it. Districts that are firing on all cylinders. Districts who are maximizing their potential to support clubs. That one thing is a leadership team (Governor, Governor-elect, and Governor-nominee) who are exactly that, a team. A team that meets together regularly (in person and/or electronically), collaborates together, communicates with each other, and has a plan that doesn't start and stop each 1 July. A plan that flows from year to year. Not "my year", but "our year". The current governor is simply the steward of district activities in their year, but those activities are well understood and discussed by the team. A sum that is greater than the parts. If your district doesn't utilize that type of leadership collaboration, give it a try. Implement it. "Our" district, not "my" district.

Director-elect Valarie and I have that type of collaboration. See her column in this newsletter to hear more about the North American Membership Summit that occurred in Evanston 31 January-1 February. She and I were collaborating. Directors and Directors-elect from across North America collaborating. A sum that is greater than the parts.

No matter who you are reading this newsletter, and no matter what your current assignment, thanks for all that you do for our organization. We appreciate you.

**New Leadership poised; current leadership runs to the finish line (please?)**

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## Valarie's View from the Wings

### North American Membership Summit – Innovative Club Advocates

The decline or stagnation of membership in Rotary has been the topic of conversation for far too long. We often speak of our 1.2 million members, a number easy to remember as the number has not changed in 23 years!!



While Rotary is growing in Asia, North America (NA) faces zone reorganization on July 1<sup>st</sup> that will result in one less RI Director at the board table. The NA Directors and Directors Elect met in Hamburg during the convention to collaborate and strategize on how we can reverse this trend with a new and proactive plan to **Grow Rotary**.

Each Zone invited two Rotarians to a Summit held in Evanston at the end of January. This was a Zone funded investment to bring together innovative new club specialists to envision, design, set goals and plan for new innovative club development.

This energetic, dynamic and diverse group will be referred to as our Zone **Innovative Club Advocates**. The members for Zones 28 and 32 are listed to the left of this column. These advocates will work in conjunction with our Rotary Coordinators, Foundation Coordinators, District Governors and District Membership Chairs. The approach will be proactive, they will identify areas where the demographics will support an innovative new club model and work with the district team.

This NA team will continue to meet regularly, share best practices and celebrate success. We can be proactive at the District level as well. Reach out to one of our Innovative Club Advocates if you have a new club model concept you wish to explore.

Let's move the needle on NA membership!





## Calendar of Events

**March 5-7, 2020**—North East  
PETS, Framingham MA USA

**March 20-22, 2020**—D7040  
PETS, Cornwall ON Canada

**June 5**—Dinner with the Presi-  
dents, Honolulu, Hawaii

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

**June 7, 2020** - Beyond Borders  
Dinner, Royal Hawaiian Resort  
Hotel, Honolulu.

**September 23-26, 2020**—  
GETS, GNATS Leadership Train-  
ing, Toronto

**November 19-21, 2020**—Life  
on Land Symposium, Anchor-  
age, Alaska

**January 14-16, 2021** — Life  
Below Water, Hamilton, Ber-  
muda

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

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

**2023** — RI Convention, Mel-  
bourne, Australia

**2024** — RI Convention, Singa-  
pore (tentative)

**2025** — RI Convention, Calgary  
(tentative)

### Find the answers

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

Website:

[www.rotaryzones24-32.org](http://www.rotaryzones24-32.org)

Facebook:

[Rotary Zones 24 and 32](https://www.facebook.com/RotaryZones24and32)

Blog:

<http://greatideastoshare.com>



# SAVE THE DATE!

## Friday Evening 5 June 2020

The Fellowship of Rotarian PDGs  
presents  
**"AN EVENING WITH  
THE RI PRESIDENTS"**

Time: 5:30-9:00pm  
HYATT REGENCY WAIKIKI BEACH RESORT  
2424 Kalakaua Avenue, Honolulu, HI



# Aloha

## Beyond Borders Dinner

Connect, celebrate and experience the spirit of Aloha with  
fellow Rotarians and friends at our signature event in the heart of Waikiki  
at the iconic **Royal Hawaiian Resort Hotel**.  
You will enjoy sweeping views while sipping cocktails on the terrace, then move  
to the beautiful Monarch Ballroom for a delicious dinner.

**SUNDAY, JUNE 7, 2020 | 6:30 PM - 10:00 PM**

ROYAL HAWAIIAN RESORT HOTEL  
2259 KALAKAUA AVENUE  
WAIKIKI, HONOLULU

WITHIN WALKING DISTANCE OF THE CONVENTION CENTRE

ZONE 28 & 32

REGISTER at: [www.RotaryZones24-32.org](http://www.RotaryZones24-32.org)

Ticket prices per Person:	Event Questions, contact IPDG Ingrid Neitsch: <a href="mailto:ilrotary@gmail.com">ilrotary@gmail.com</a>
\$120 USD before April 1st	Technical Support, contact Hans Granholm: <a href="mailto:hgrdane@telusplanet.net">hgrdane@telusplanet.net</a>
\$135 USD after April 1st	

Hosted by RI Director, Jeffrey Cadorette



## Beyond Borders Dinner





Rotarians of all ages are invited to attend the annual Rotary Young Professionals (YP) event in Honolulu, Hawaii during the Rotary International Convention on Tuesday, June 9th, 2020. This is a curated opportunity for members of the Rotary family to come together during the hustle and bustle of the busy Rotary International Convention to network, connect with one other, exchange ideas and form new friendships. In partnership with Rotary One (the Rotary Club of Chicago), this year's event, held at SKY Waikiki, will feature an open bar (house wine, domestic beer and soft drinks) and a sensational DJ who is sure to get everyone moving. If the past two years are any example, this is going to be one heck of a night! Don't delay, this event is expected to sell out, so secure your spot early for some post-dinner fun and entertainment during the Honolulu Heatwave!

<https://www.eventbrite.com/e/rotary-young-professionals-honolulu-heatwave-tickets-73767842603>

# Life on Land / Life under Water

By Bruce Goldsen, PDG D6400, 2008-09

Rotarians in Zones 28 & 32 and from across the globe are invited to attend one or both of our special symposiums focusing on two of the United Nations' sustainable development goals.

November 19-21, 2020, join us in Anchorage, Alaska for "Life On Land."



Then, head to beautiful Hamilton, Bermuda January 14-16, 2021 for "Life Below Water."



Session experts, the Environmental Sustainability Rotary Action Group (ESRAG) and a United Nations Environmental committee representative will support both symposiums. All Rotarians, community partners and NGOs are invited to participate in both events with a focus on *changing the narrative*. General Event Chair Drew Kessler adds "we are also excited that PRIP Ian Riseley has committed to speak in Anchorage and PRIP Barry Rassin has committed to speak in Bermuda."

[Click here to learn more about and register for Anchorage – Life On Land.](#)

For more details on [Bermuda's Life Below Water, click here.](#)



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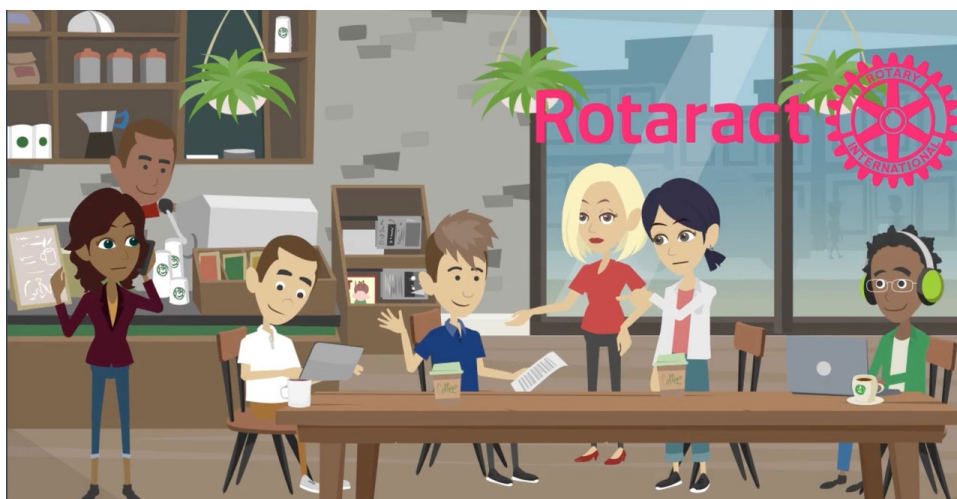
## New Types of Rotary Clubs —Part 2

By Lawrence Furbish, Assistant Rotary Coordinator, Zone 32

Here is the latest video. It is the second half of a two-part on different new types of Rotary Clubs that we can use to increase our overall memberships.

Link: <https://www.youtube.com/watch?v=WhNFJhCzBY0&list=PLC-dJHVuTriFNzAbw3lgzaAyPtJ88hH3Q&index=16&t=0s>

To find all the Membership videos, go to <http://tinyurl.com/MembershipVideos>.



## Chapter 1 Clubs

By Peter Schultz, Rotary Club of Kelowna & Rotary Now! Kelowna District 5060 Governor 2019-2020, [Peter.Rotary5060@gmail.com](mailto:Peter.Rotary5060@gmail.com),

Are you a member of a Chapter 1 Club?? OK, you are asking, what is a “Chapter 1” Rotary Club? This is a new concept that we are using in our District to focus Rotarians on what is really important in Rotary, and it’s working! Let me tell you a little bit about it.

You may be familiar with the Rotary Manual of Procedure (MOP). You can download this little book for free (search for 035en2016.pdf) and in it you will find pretty much all of the rules that exist for Rotary. You can find the constitution & bylaws of Rotary International, the standard Rotary Club Constitution & recommended Club Bylaws. You can even find the bylaws of the Rotary Foundation. In fact, the story goes, that if you have **any** problem... sleeping... the MOP is all you need! However, in the Manual of Procedure you can also find Chapter 1, which is titled “Guiding Principles”. Chapter 1 is just about 5 pages long, and it is in my opinion **the whole story** of Rotary! Because in Chapter 1 you will find our amazing and inspirational motto, “Service Above Self”. You will find the object of Rotary, and our 5 Avenues of Service. And you will, of course, find our 4-way test. The 4-way test is about as strong a statement on mutual respect and commitment to a moral compass as any organization, anywhere in the world could possibly have... and thanks to past RIP Herbert Taylor it is ours! You will also find in Chapter 1 my favorite description of Rotary and Rotarians, our Core Values! These 5 words alone are the story of Rotary, especially when coupled with the respect implicit in our 4-way test. Just three of our core values, Fellowship, (continued next page)

Service and Integrity yield a pretty complete description! We are of course a leadership organization both in composition and training, and we are committed to diversity of gender, age & culture, so that rounds out our 5 core values.

So how does this fit with our Rotary clubs today? A few years ago, at a Zone 24/32 meeting in fact, some of us were having the all-too-common discussion about how we can change our Rotary clubs to make them more attractive to new members, or more engaging to our current members. You know the conversation I'm talking about; we've all had them! After all, the now well-known bylaw changes introduced by the Council on Legislation (COL) have opened the door for clubs to try all kinds of new things if they want to. As a member of a traditional (or "legacy") luncheon club it occurred to me that any significant "change" would be counterproductive, since most of the members (myself included) are more than happy to find the ~90 minutes for luncheon every week to get together with our close Rotary friends in fellowship, share a meal and some fun, and maybe hear an informative presentation. What was equally obvious, however, was the fact that we were not meeting the needs of a broad spectrum of potential (or even current) Rotarians! Many can't take the time for a weekly breakfast or lunch meeting, or perhaps are not interested. Some are intimidated by the cost, as clearly the weekly meal (and *not* the annual dues) is by far the most expensive part of being a Rotarian.

This led to our first "Chapter 1" Club. "Rotary Now! Kelowna" was formed as a satellite club of the Rotary Club of Kelowna. Instead of weekly luncheon meetings, they meet twice per month for 1-hour in a board room in the late afternoon. The club was intentionally formed with no Rotary traditions outside of Chapter 1; They have no bell, no flags, no banner, no Sargent-at-Arms, no meal, no weekly presentation. When formed the new members were read Chapter 1 of the MOP and invited to consider if the values of Rotary aligned with their own. If so, they were in the right place! Of course there is nothing wrong with the usual Rotary traditions, but the idea was to start a club with a clean slate that was focused on fellowship & service with the intention that when they pass 30 members they have a club assembly to discuss two things: (1) Do they want to charter their own club, and (2) Do they want to adopt any of the usual Rotary Club traditions?



*Rotary Now! Kelowna club members at one of their monthly "social" meetings. This one is a celebration potluck for Hawaii 2020.*

When Rotary Now! Kelowna meets they discuss primarily 3 things. First, what are they doing for service this month? Since the club was brand new, they were out doing hands-on service every month. As a small club service was generally participating with other nearby Rotary Clubs on their projects or fundraisers or volunteering for other organizations such as the Food Bank or Women's Shelter. This helped the new Rotarians integrate with both their Rotary colleagues and the community very quickly, while instantly engaging them! Secondly, meeting discussions focus on what they are doing for fun this month? A hike? A meal? A games night? Whatever, there has been at least 1 social gathering every month. Their 3<sup>rd</sup> priority is their speaker series, "Speaker That Inspire". Since the club does not have regular presentations (to keep business meetings short) they sponsor a high-profile presentation occasionally for a "TED-x" style of talk, use a local theatre and selling tickets. This is both a fundraiser for the club and a source of new members.

Since starting this experiment about a year ago we now have 2 of these "Chapter 1" style satellite clubs running successfully in our District, and a few more with variations on the same theme being started. Not all of the new clubs are "official" satellite clubs, since according to R.I. rules all members of a satellite club must be full members of only one host club (these would be rules *not* in Chapter 1!) In our district there are areas where multiple clubs are pooling together to form new service-and-fellowship style clubs that work for them all. In these cases, the members of the new Chapter 1 club would be members of whichever local club sponsored them, not just the single host club. These are not registered as satellite clubs with Rotary International as there are no rules allowing this, but they are leading to more Rotarians doing good in the community! An example of this is our newest "Rotary Pro 5060" that borrowed the model from our neighbours in District 5050 (see [rotarypro-5060.org](http://rotarypro-5060.org))

The point is this. It does not matter whether you are part of a large or a small club, it is possible to offer the "Rotary experience" in a variety of ways. We do not necessarily have to change the traditional club experience for those it is still working for, but we sure don't want to forget all the others whether they be young professionals or senior citizens! Let me conclude with the following thought. The above story is about our District experience with new satellite (style) Rotary clubs. But why don't we all put more "Chapter 1" into all of our clubs? Whether you are a member of a small & casual club, or a large formal club, I encourage you all to download the Manual of Procedure and remind yourself about Chapter 1. Remember what it is to be a Rotarian, share with your clubs those moments when Rotary became real for you and celebrate all of the great stories! When we know why we are Rotarians, and we celebrate all of the great things that we have done, then membership and foundation donations will look after themselves. As a past mentor of mine once said, "The truth leaks out your eyes"! Don't ever forget what an amazing organization you have the good fortune of being a part of!



## Membership Is Rotary's Future

*By Phoenix MacLaren, Past President, Rotaract Club of the Fraser Valley, ARC Zone 24 W*

Membership. A ten-letter word that holds the weight of an entire organization. As members of Rotary, we all understand that membership is the core to fulfilling 'Service Above Self', so logically, taking the time to invest in membership is the key to Rotary's future. Yet, we still see clubs struggling to gain or even retain members for numerous reasons.

Membership needs to be looked at in such a way where everyone must take ownership for bringing in new members, fostering a welcoming environment, and cultivating new relationships. When a club, or even district, leaves it up to a few key people, the task of membership recruitment and retention becomes daunting.

When my District (5050) increased Rotaract membership by 150%, we addressed membership growth collaboratively. We focused on both recruitment and retention. With recruitment, we knew we were starting or restarting clubs in areas that didn't have a Rotaract presence. With the addition of new clubs, the remaining number of members required to meet our goal of doubling Rotaract was divided equally amongst all of the active clubs. Having every Rotaractor buy into the goal was a huge benefit for us as we were all responsible for getting to our goal. For retention, we planned a district project that all clubs were on board for supporting. This year long project helped keep members engaged throughout and stay committed to being in Rotaract. A lot of the Rotaractors were also involved beyond the club level, being part of various committees.



*Rotaract 5050 Guatemala Project*

While addressing membership from a district perspective for Rotary clubs will be different given how membership goals are determined, I believe that districts who work side by side with clubs in membership initiatives are more successful than when it's just a club trying to increase its own membership numbers. Because then the focus shifts from it being a numbers game to having quality members join Rotary.

Flexibility in clubs is important for attracting quality members. Clubs around the world are changing their models of when, where, and how they meet to accommodate their members' needs. E-clubs, semi-monthly clubs, and passport clubs are just some of the new models emerging. In Berlin, there's a Rotary club that has introduced a model that many Rotaract clubs follow. They hold a variety of meetings in a month - one meeting is a service project, two are a presentation, and one is a social. This variety allows for more engaged members who can connect deeper and get value from their meetings and Rotary.

The topic of membership is ever changing and evolving as clubs address ways of attracting and retaining members in Rotary. While the task of increasing membership requires a lot of care and dedication, the outcome is worth it. Greater community impact, increased network, and longevity for Rotary.



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## 'A Mill For Bill' - A Campaign for TRF

*By DRFC/PDG Michael Bell and DG Beth Selby from D7070*



In May 2019, District 7070 lost a valued Rotarian with the passing of PDG Bill Patchett.

Bill was passionate about The Rotary Foundation (TRF) and a relentless fundraiser for it!

During a conversation with PDG Lynda Ryder at the 2019 Rotary International Convention in Hamburg about how best to honour Bill, she suggested the 'A Mill for Bill' campaign. The concept was based on the fact that Bill wanted District 7070 to raise a million dollars for TRF in one year just once in his lifetime - a goal he was unable to achieve. When DG Beth visited District Clubs July through January, she spoke about Bill's dream goal, and that this year we were asking District Rotarians to give what they have given to TRF in the past and a little bit more to help us achieve Bill's goal.

On January 19, 2020, we held 'Bill's Birthday Bash'. We honoured Bill and celebrated his many Rotary accomplishments. We auctioned an autographed rock that was purchased at a past district conference when a President's Rep challenged Bill to turn a bag of rocks into money. Bill - who was never one to back away from a challenge - auctioned the individual rocks and ran out of rocks for those who wanted to buy one! Our Emcee also auctioned two jars of Kraft Jam - the same jars that Bill used as a fundraiser when he was District Governor in 2006-2007. We also had mason jars with End Polio Now stickers available on the tables for everyone's loose change and additional donations.



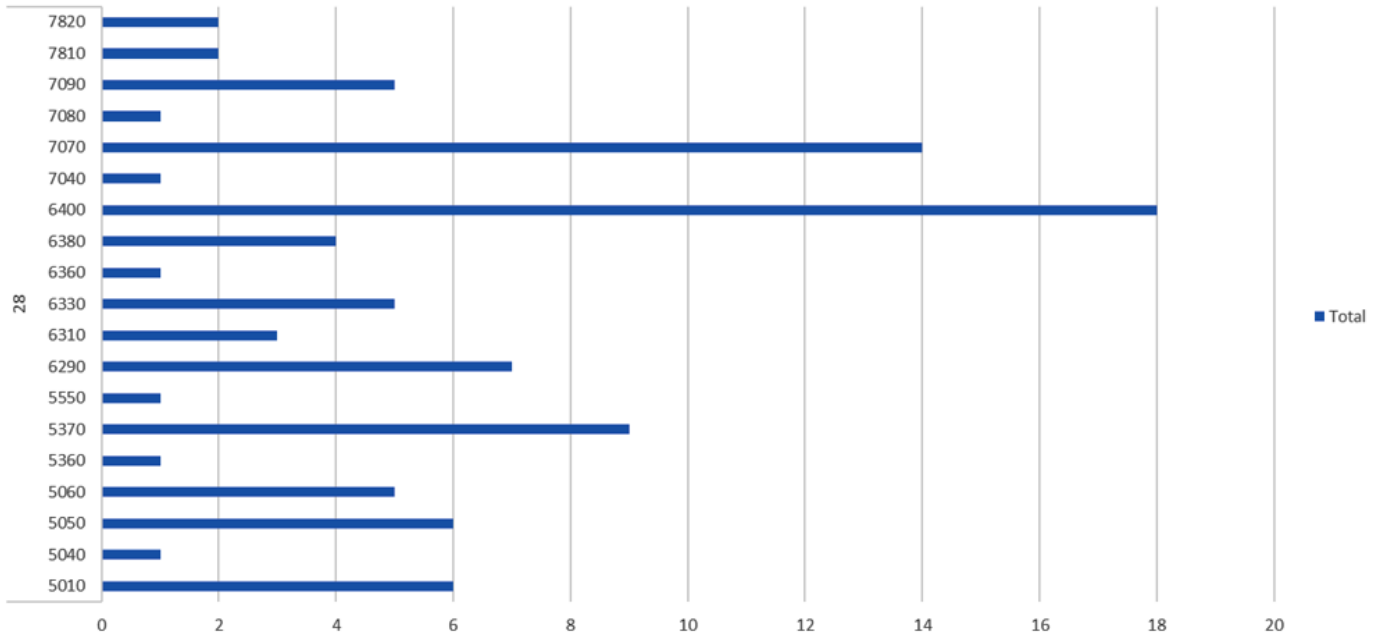
As of February 5, 2020, District 7070 has achieved a total giving of \$729,916. With just \$270,084 to go, we're sure we'll achieve Bill's goal!



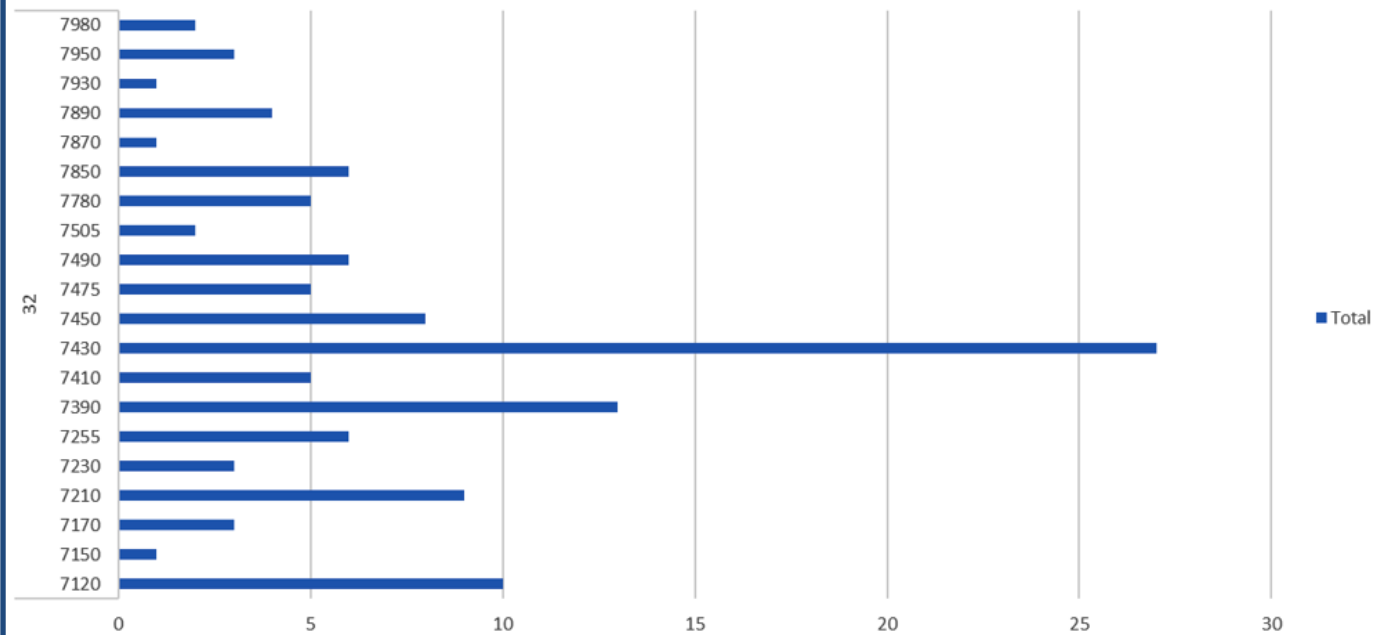
# THANK YOU



### Zone 28 New PHS Members 2019-20



### Zone 32 New PHS Members 2019-20





# Enhancing Your Club's Public Image

By Jennifer Aitken, ARPIC, Zone 32, jaitken272@gmail.com

## Want to Enhance Your Club's Public Image?

The Rotary Brand Center has all of the tools you need! The Brand Center includes online, print, outdoor, and radio ads you can download to promote Rotary.

The Brand Center is also home to all the materials you need to tell your People of Action story. People of Action is Rotary's latest public image campaign. Download the slogans to add to your own photos or use the scripts, templates and stock photos available from the Brand Center to share your club's story.

Check out the Brand Center for tools you can use to:

- Create your club logo
- Design your club brochure
- Give your Rotary flag or banner an updated look
- Build or enhance your club's website

Don't have a large budget for promotional materials? Use social media to tell your club's story.

Consider these tips to maximize your club's presence on social media!

- Make sure your social media posts are directed to an external audience. Don't use jargon or acronyms (RLI, PDG, DG, PETs, etc.) and be sure to include photos and videos.
- Tag your photos and use hashtags that are relevant to the post. Consider using the People of Action slogans as hashtags.
- Appoint a Public Image Chair and Committee.
- Encourage club members to share, like, and comment on posts and photos. Be sure to tag your members in photos.
- Link your social media accounts so that posts shared on one account are automatically shared to the other platforms.
- Social media provides a great opportunity to acknowledge

the sponsors of your fundraisers and other community partners who support your club's service projects. Use social media to thank these partners and be sure to tag them in your posts.

- Create Facebook events so that people can easily register for your events and sign up to volunteer for service projects. Events can easily be added to personal calendars and people will receive automatic reminders about events that they have expressed interest in attending.
- Consider plotting out a 3-6 month social media calendar with pre-populated content, messages, and images. You can schedule the date and time you wish for Facebook posts to be shared in advance.
- Be sure to include your club's social media handles on all print and online materials. (newsletters, flyers, brochures, business cards, website, etc.).

Looking for other ways to share your club's story and promote Rotary?

Don't forget about Rotary Showcase and the Rotarian Magazine! Share your signature service project on Rotary Showcase and enter the Rotarian Magazine Photo Contest. Entering the photo contest provided the Rotary Club of Jersey City the opportunity to have an article published about the service project that was photographed for the contest entry. You can also write your own article and submit to the Rotarian magazine.

Don't know what to do with your Rotarian Magazine once you have finished reading it? Cover the label with your personal information and display past issues in your office or request permission to display copies of the magazine and your club brochures in public places and waiting rooms (doctor's office, banks, cafes, etc.).

Want to learn more about enhancing Public Image and sharing your Rotary story? Reach out to your Rotary Public Image Zone Team.



Rotary Club of Irvine

I joined to change lives.  
I changed my own.

Rotary Club of Irvine

4,657 likes · 40 talking about this · 200 were here

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Recent

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2000s  
Founded

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REAL ESTATE

Click to join the Agent Directory on Facebook, free! Meet more leads in your market.

Use Now · 50,000

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# Rotary's Public Image - Listening to Disappointment Panda

By MaryLou Harrison, ARPIC, Zone 24E

*Part of this article was omitted last month, so it is redone in its entirety here.*

Over the holidays, I read an amazing book, a game changer. It's an international best seller called The Subtle Art of Not Giving a F\*ck by Mark Manson. You may have seen it and wondered, "What's that about?" You may have read it.

The author's basic premise is that we give too many "f\*cks" and mostly about the wrong things, like chasing happiness and momentary feel-good highs. And, that real fulfillment is to be found in solving problems and moving on to the next ones, not in avoiding problems. Manson suggests that we should be asking not what will make us happy, but, rather, for what are we willing to suffer? For what are we willing to struggle?

In Rotary language we could ask, "For what are we willing to give Service Above Self?"

In his book, Manson creates a fabulous superhero by the name of Disappointment Panda. This cheerful, masked, lumbering panda's job is to go door-to-door and tell people the harsh truths about themselves that they need to hear, but that they don't want to accept.

What would Disappointment Panda say to Rotary? To your club? To mine? I think he might say, "You have some fabulous public image tools. I love the People of Action campaign, but do new members find action opportunities when they join your club?"

Remember Manson's premise that we find satisfaction in solving problems. Couple this with the Siegel&Gale study (commissioned by Rotary) that discovered people join and stay with Rotary because of the connections they make with others AND the positive feelings they get by giving back to their communities.

What else might Disappointment Panda say to us? What about, "Great work on Rotary's new Diversity, Equity, and Inclusion Statement, but do you really give a f\*ck about accurately representing the members of your community or are you pretty comfortable with your club as it is?"

How much are we willing to struggle to open the door to others? Are we willing to become a more inclusive organization even if it means seriously changing the way we do things?

Perhaps we should give more f\*cks about doing the work of Rotary with as many different people as possible and fewer about all the rest, including anthems, toasts, titles, formal meetings, speakers etc.

Make no mistake. Rotary in North America has a huge problem. We do some amazing service work, and we generally enjoy the time we spend with one another, but our membership is in serious decline.

I think we should listen to Disappointment Panda (and Mark Manson) and not shy away from what Service Above Self really means. It doesn't always mean having fun or meeting our own more selfish needs for recognition, position, comfort, or even a good meal.

Service Above Self involves hard work and struggling with the very real problems of our communities and our world. If we give a f\*ck about that and what it requires of us to be an inclusive organization, I think others will join us. Ideally, all the "others."

*Note: In researching for this article, I came across an article from the Harvard Business Review in 2014 called "Rotary Strengthen Their Brand by Simplifying It." It's worth a read.*



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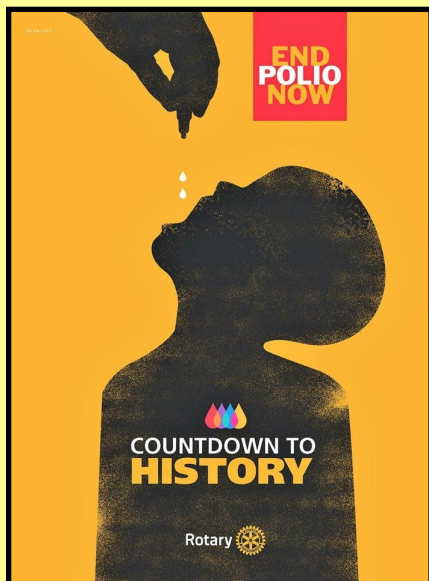
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## **Rotary's Number One Humanitarian Program**

*By Carol Toomey, Zone 32, End Polio Now Coordinator Zone 32*

I am writing this article on the eve of Presidents' Day, a holiday celebrated in the United States, and Family Day celebrated in most of Canada. Just as there are national holidays celebrated throughout our country, other days celebrated by religions, and so on, there are celebratory days in Rotary. The first that comes to mind is October 24. October 24<sup>th</sup> is World Polio Day and a time for clubs and districts to come up with a variety of ways to raise awareness for polio eradication. The date commemorates the birth of Jonas Salk, who led the team to develop a vaccine to prevent poliomyelitis. Use of this inactivated poliovirus vaccine and subsequent widespread use of the oral poliovirus vaccine, developed by Albert Sabin, led to the establishment of the Global Polio Eradication Initiative.

Polio is a disease caused by a virus that affects the nervous system and is mainly spread by person-to-person contact. Polio can also be spread by drinking water or other drinks or eating raw or under-cooked food that are contaminated with the feces of an infected person.

World Polio Day is a day that global health experts and partners share the progress on the road to eradication.

The other date that comes to mind is February 23<sup>rd</sup>. When Paul Harris started the organization for professionals with diverse backgrounds to exchange ideas and form meaningful lifelong friendships, he formed an opportunity for a vision to end polio. Many Rotarians celebrate the birth of rotary by raising funds for polio eradication.

There are two more dates that matter to Rotarians. December 31, the end of the calendar year (last day for tax deductible donations in U.S. and Canada) and June 30<sup>th</sup>, the last day to count donations for the Rotary year.

But the date that I am most looking forward to is the date of the last case of polio on earth. Three years from that date will be a day that Rotarians can celebrate keeping the promise to the children of the world of a polio free world. What started as a campaign to end polio morphed into so much more. Health organizations no longer work in silos but meet and work together now. Clean water is more available so that polio will not spread. Countries have better health networks. Rotarians have come up with multiple new ways of raising funds to do good in the world which will carry over to other initiatives.

Eradicating polio will be one of the best things Rotarians have ever done. And all of us will continue to say, "I'm proud to be a Rotarian."

# POLIO CORNER



As District 7780 PolioPlus Chair and an avid polio eradication supporter, I recently had the pleasure of interviewing our own PRID Michael McGovern, Chair of Rotary's International PolioPlus Committee. I wanted to hear more

about his recent trip as part of a Rotary delegation to Pakistan that included PRIP Ravi Ravindran, Chair-elect for our Rotary Foundation and RI President-elect Holger Knaack. I hope you find the following interesting and informative.

*Ann Lee Hussey, Past District 7780 Governor 2010-2011*

*How did this trip come about?*

The trip was Past President Ravi Ravindran's idea. As the incoming Chair of The Rotary Foundation, he, along with others, was quite concerned that the polio program in Pakistan seemed to be losing ground - momentum had stalled. There was an increase in the number of polio cases as well as an increase in the number of environmental samples testing positive for the wild poliovirus (WPV). It was evident something needed to be done to reverse the lack of progress.

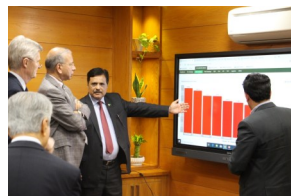
Past President Ravindran was most intent on meeting with the Head of the Pakistani Army, who in effect is also the Chief of the whole Pakistani military. He is an extremely important part of leadership in Pakistan, serving in a capacity similar to the Head of the Joint Chiefs of Staff in the United States.

Aziz Memon, Chairman of the National Polio Plus Committee, Pakistan, for Rotary International, was instrumental in securing the visit with the Chief of the Pakistan Army.

The military in Pakistan is actively involved with the polio eradication efforts working in the polio reservoir areas as a de facto provider of the program. They provide security for polio workers in the areas where local government is not functioning. In the border areas between Pakistan and Afghanistan the military along with WHO provide the polio drops. Rotary has established Permanent Transit Posts (PTPs) along the border that are in much need of the security provided by the military.

The military also assists along major roadways helping to stop buses and other vehicles to allow polio workers to access children in transit. The Army Chief of Staff has ap-

pointed a staff member who coordinates with the weekly meetings of the Emergency Operations Center (EOC). The EOC is a central location where representatives from all the partner agencies of the Global Polio Eradication Initiative (GPEI), including Rotary, along with government staff, coordinate data collection. A collaborative sharing of information occurs in real time, allowing the formulation of a joint plan of action to move the eradication efforts forward.



The Chief was most welcoming to our Rotary delegation and indicated he would do anything possible to assist with polio eradication. The Rotary delegation left the meeting with renewed commitment from the Army Chief to the polio efforts.

*I am sure your days were filled with multiple key meetings. Would you expand on who else met with the Rotary delegation?*

The Rotary delegation also met with the Prime Minister, Imran Khan, at his home in Bani Gala outside of Islamabad. The Minister, who has been in office for two years, admitted that, unfortunately, the government had taken its eye off the polio program. He has now made several key decisions and changes in lead positions to bring the program back on track.



Dr. Zafar Mirza, an eminent public health specialist, has been appointed as the Minister of State for National Health Services, Regulations, and Coordination. He leads the EPI (Expanded Program of Immunization) as well as the polio program. The Pakistan EOC now includes both polio and EPI.

Dr. Rana Safdar, a notable public health expert and epidemiologist specializing in disease control and eradication has been brought back and reappointed as Polio Coordinator for the Na-



tional Emergency Operation Center. Dr Safdar is the pioneer of the National EOCs network and was instrumental in tackling the explosive polio outbreak in 2014 reducing cases

*(continued on next page)*



from 306 to just 8 in 2017. The future of polio eradication is more promising with these recent appointments.

Pakistan is a member state of the Commonwealth of Nations. As such, the Rotary delegation also met with Canada's High Commissioner, the High Commissioner of Sri Lanka, and the Ambassador of Germany.

Pakistan Rotary leaders also hosted a dinner where the delegation had the opportunity to meet and socialize with the governor elect, the governor nominee and the past district governors of both districts in Pakistan. Pakistan has two Rotary districts, both reporting polio cases. It was refreshing and encouraging to see the enthusiasm and continued commitment from these Rotary leaders.

*Would you please comment on other reasons for the up-tick in polio cases?*

There was polio fatigue at households where due to the low number of cases being reported people didn't feel the urgency to have their children immunized. The program became political. The polio workers were feeling demoralized. The workers were not receiving the respect they deserved from new focal persons. Citizens lost faith.

But as stated before, the new appointments and changes will turn these concerns around and put the program back on track. The people now realize what will happen if the immunizations do not continue.

We must remember that India also saw a spike in the number of polio cases just prior to successfully stopping polio. We can get the job done in Pakistan.

*What effect does Afghanistan have on Pakistan's success with eradication?*

Afghanistan was a major topic in our discussions as to the ways Pakistan can help influence the eradication efforts in Afghanistan. There are two major reasons for polio cases in Afghanistan - areas where primary healthcare is not a priority and lack of access in the middle of conflict. The key to success is access to children.

Success in Pakistan's program will send a strong message to Afghanistan to get their act together. Including discussions with the Taliban and other anti-polio elements who say they want to help their children - they need to act. Rotary does not meet with the Taliban or other anti-polio elements, but Rotary does have meetings with those government officials who do meet with them.

*As an aside, I know Rotary presidents have traveled to Pakistan before, but such a trio seemed an unusual event.*

Yes, this is the first time that a Rotary President and TRF Chair traveled to Pakistan together to a non-Rotary event.

As Pakistan is on Rotary's no travel list it took a special waiver for Rotary to fund this travel. They had to be particularly conscientious of all safety concerns and thus limited their travel to just Islamabad. It was a quick trip, 3 full days, that unfortunately, due to security concerns, did not allow for visits to the countryside where the program is directly provided.



*Overall it sounds like a highly successful trip.*

Yes, it was. There was frank discussion from all involved laying out disappointments but also paving the way for new opportunities. It was a necessary fact finding and advocacy trip that will be helpful to both the President-elect and the TRF Chair-elect in their upcoming leadership positions. And highly beneficial to our polio program.

*What are key messages for the average Rotarian and what can they do to support polio eradication?*

The average Rotarian cannot be in despair. We are optimistic that we have turned the corner in Pakistan.

A new vaccine out in the mid-year will help end the outbreaks of vaccine derived polio cases.

We have now gone six years without a case of wild poliovirus outside an endemic country! This is a tremendous achievement that has not been achieved easily.

Rotarians need to advocate with their government officials. Raise the question with your Senate candidates for the need to support polio eradication. Ask for their support of international organizations such as UNICEF, WHO (World Health Organization) and the United Nations. These organizations help Rotary in all our Areas of Focus. Especially the United Nations in our work for world understanding and peace.

Rotarians know we can succeed. It is Rotary who keeps the eradication effort together. All Rotarians need to renew their commitment and support to polio eradication. And all need to continue to support the program financially.

Never lose sight that our primary commitment is to the children of the world.



**!!! REMEMBER THIS ???**

**ZONE 24 & 32 DROP TO ZERO CHALLENGE**

**INCREASE**  
**Polio GIVING**  
**by 5%**

**AND**  
Rotary  
International  
Director

**JEFF**  
Cadorette\*

**will jump  
out of an  
airplane!**

(Hopefully with  
a parachute)



**Based on combined district  
totals by 30 April 2020  
compared to 30 April 2019**

\*With Director-elect Valarie Wafer and other team members to be announced.



# Drop to Zero Challenge Event and Dinner

## SAVE THE DATE

### May 9, 2020

By 7210 DG Cindie Kish

As you can see from the thermometer, we're well on our way to meeting RI Director Jeff's challenge to increase **cash** giving to PolioPlus by 5% on April 30<sup>th</sup>, 2020 compared to April 30<sup>th</sup>, 2019. The challenge was that if that is accomplished, he'll jump out of an airplane. It appears he will be leaving a perfectly good airplane. Joining Director Jeff on the jump will be Director-elect Valarie Wafer, and district 7210 Rotarians DG Cindie Kish, DGE Tony Marmo, DGN Mike Polasek, and PDG Drew Kessler. If you'd like to come and provide ground support the jump will take place on May 9<sup>th</sup> at Skydive Ranch in Gardiner, NY.

The night of the jump there will be a dinner at Colden Manor at Spruce Lodge in Montgomery, NY. Dinner will be \$75 with a cash bar. There will be a DJ and dancing to celebrate the accomplishment of our two zones and to raise awareness for polio eradication.

To register for the dinner go to  
<http://www.rotarydistrict7210.org>

Video from the jump will be aired at the dinner. More details to follow. Any questions please email me at  
[Cindie.Rotary@gmail.com](mailto:Cindie.Rotary@gmail.com)

