



March 2021 Zone 28 & 32:

two languages, four countries,
six time zones, Rotarians in Ber-
muda, Canada, France and the
United States.



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Rotary and Rotarians have created significant and remarkable levels of participation during the pandemic thanks to two specific, but equally important factors.

The first is obvious, Rotary leaders such as our Zone Regional Team, our District Governors and Club Presidents have pivoted to lead their groups through a constantly changing landscape. The other is the incredible increase in the quality and capacity of online communication tools, in particular Zoom and Teams. Our skill sets, public speaking and fundraising initiatives have been remarkable. New relationships are being built thanks to you, adding opportunities in this virtual world.

Although I am energized by our district and club leaders, I am also well aware of the burden such overnight success can have in terms of its impact on an individual. To be honest, there is little downtime, we are online all the time including week-ends and evenings. I would therefore like to take the time to acknowledge the wins but at the same time acknowledge the efforts required and the mental stamina needed to continue to lead during this complex time.

It's important to recognize how much we have grown as an organization through the first full year of the pandemic. Much of that has been the result of club and district initiatives.

We must take the time to recognize that the demands on your time as leaders have been very significant indeed. Zoom fatigue is real. We have four exciting and productive months left in the Rotary year, please find the time to look after yourselves and find some balance.

Recognizing the irony, the Zone Team would like to issue a *Save the Date* for our virtual Governor-Elect training and Zone Summit. The GETs, GNTS and DG sessions will begin in late August and end on September 23rd. The evening of the 23rd will be a celebration and everyone is welcome to attend! We have also decided to move forward with an online format for our Zone Summit. Please mark November 2, 3 and 4th in your calendar and we look forward to bring you some exciting updates soon.

I am excited to be with many of you this month as we prepare with our DGEs and Club Presidents to **Serve to Change Lives**. A wonderful new theme that enhances the opportunities this pandemic has opened for us and I look forward to the day we can roll up our sleeves and serve our communities.

Be well and be safe.

International Assembly 2021

When the RI Board of Directors took the decision to move the 2021 International Assembly to a virtual format, we each realized that our District Governors Elect, partners and Rotaractors may not have the experience many of us refer to as the highlight of our District Governor year.

The virtual platform in many ways tried to replicate the in-person experience with General Sessions of inspiring and informative speakers. You can access the videos [here](#).

Session breakouts led by facilitators including our very own; Nabil and Gayle Oudeh, Denis and Maureen Boyd, Una Martone and Marty Helman. Here was the opportunity to learn about Rotary programs and initiatives and get to know their international classmates.

There was also a platform to share service projects, connect for fellowship and a virtual culture exchange. Thank you to DGE Darren and Erin Hansen for coordinating our Zone 28/32 submission. (Darren says that full credit goes to Erin!)

On Monday, February 11th I hosted a post IA celebration with our DGEs to congratulate them on being the Change Maker District Governors who will **Serve to Change Lives**. Here is what some DGEs had to say:

"The District Governor training at the International Assembly was a very pleasant surprise. I know that most of the District Governors Elect were disappointed that we could not get together with our classmates in Orlando, but Rotary International staff did a terrific job in organizing and making the best with of a virtual format. The General Sessions were interesting and informative; however, the Breakout Sessions were the most valuable. Being organized so that you were grouped with other DGE from around the world, allowed you to make the connections that you would hope to make from an in-person meeting. I was grouped with Rotary and Rotaract classmates from Australia, New Zealand, Korea, and Philippines. With the connections that I was able to make, I now have a list of six Districts who are interested in a Friendship Exchange with our District!" - DGE Steve Meadley D7010.

DGE Fay Campbell, D7040 *"My takeaway - Learn to Listen with an open mind, understanding, empathy and thoughtfulness. One Love"*

DGE Mike Polasek D7210 *"Even though I missed being in-person, the virtual International Assembly experience was great! The general sessions were truly inspiring! The breakout rooms allowed for collaboration and sharing ideas with classmates from all over the world. At one point I was in a "room" with Rotarians from Turkey, India, UK, Germany, USA, Canada and South Africa all at once. In a global organization, the world certainly felt much smaller to me after the virtual IA. I was happy to have Rotaractors as part of our breakout rooms. They were respected and seen as an equal to the District Governors Elect. They added a fresh perspective and challenged us as leaders to think differently when planning the future of our Districts."*

"The Partner sessions were great for my husband to be exposed to Rotary as he is new to this. He enjoyed meeting fellow partners from around the world and learning alongside them" - DGE Rita LaMareaux D6360

Congratulations to each of you as you move to the next stage in your Rotary journey! We are all very proud that you embraced this change and will lead our Districts with new tools and new ways of doing Rotary.

Valarie Wafer, RI Director 2020-2022



SERVE TO CHANGE LIVES
SERVIR POUR CHANGER DES VIES

The Kessler Report—Zoom Fatigue

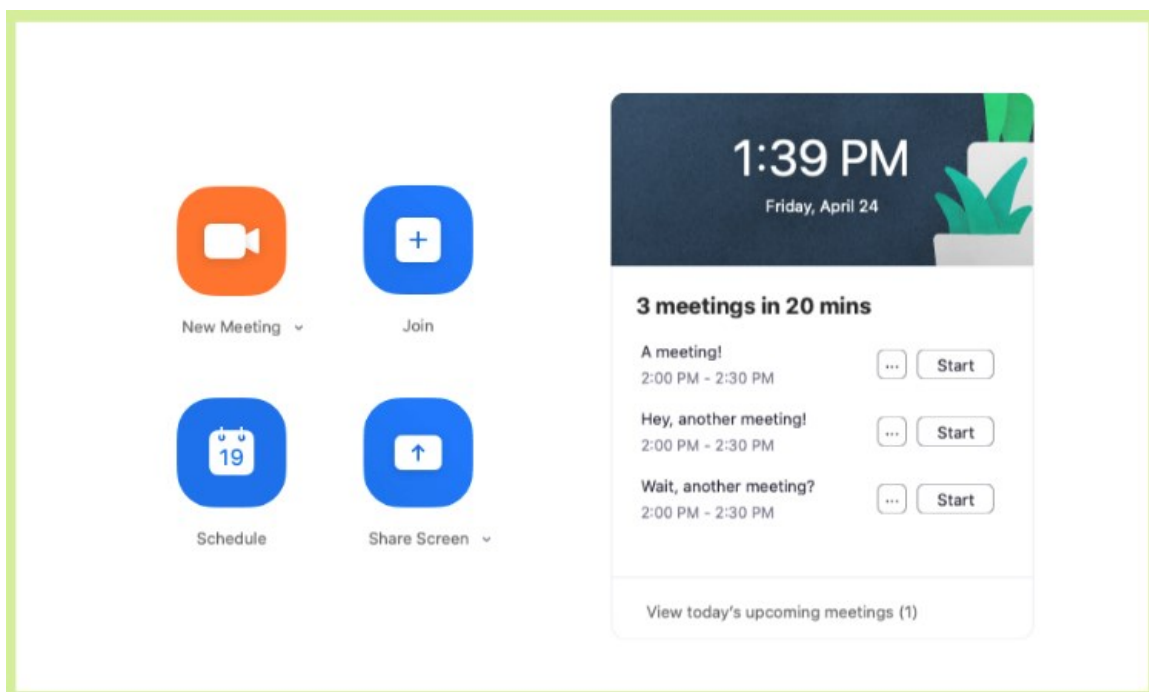
We have certainly come a long way in the past year as it relates to how we meet online, how often we meet, and the effectiveness of our online meetings. I very strongly believe that the past 12 months have launched us forward by at least a decade when it comes to the technology we have at our disposal and how we can conduct any meeting virtually. From a one-on-one get together, a social gathering with hundreds of people or a fundraiser that has the reach of the world, we now have the ability and technology to pull off any event that would have otherwise been in person. In some cases, they have a better result than if we met in person when we account for the resources used for the event.

While we now have this great tool, I fear we might be using it too much and have too high of expectations for ourselves and our members. It is common for a day's schedule to have multiple online meetings that take up huge blocks of time. Some of these meetings are extremely meaningful, while others might be able to be accomplished in a much shorter period or on a less frequent basis. Many weeks there can be four plus nights with online meetings that begin at 7pm. I cannot imagine I am alone with this type of schedule. The expectation we are setting does not work for everyone and in the spirit of being thoughtful of the resource of time we must be extremely selective when and how often we put a meeting on someone's calendar or schedule an online event.

I do not know about you but after 1 year of online meetings, Zoom fatigue has set in. If you agree with this statement [click here](#) to complete a 30 second survey, if you do not agree [click here](#). Under the concept of full transparency this fatigue set in some time ago, but the current situation dictates there are not

any other options when it comes to how we meet. There is an option however in how long we meet. When it comes to presenting information, we are accustomed to sixty-minute meetings or at times up to ninety minutes. Do they have to be that long? Could the information be provided in a shorter period? The Zone's Innovative Club Advocates group has committed to conduct their monthly information meetings to 30 minutes each. During this time, a quick paced presenter gives a *Ted Talk* style presentation, a tool kit is provided and discussed, and a small amount of time is provided for questions and answers. All of this occurs in 30 minutes and the audience is welcomed to leave at that mark or for those who want to stay have an additional fifteen minutes of Q&A. The thirty-minute meeting is accomplishing what has been previously accomplished in a much greater period. The first of these style meetings took place in January with the topic *How to Start an Eco-Club* and was wildly successful. Follow this [link](#) for a recording of the Zoom meeting.

I bring this forward to ask that we all be mindful going forward on how long, how often and what style we present in when it comes to using the most valuable resource we all have, and that is Time.



Financial Gift Makes Possible New Peace Center in Middle East

By Brenda Cressey, Rotary Foundation Trustee

Last month the Rotary Foundation Trustees overwhelmingly approved the largest single gift ever inked to The Rotary Foundation – after that of the Gates Foundation – and the donors are part of our Zones!

The Otto and Fran Walter Foundation, a family foundation that has already given more than US\$1 million to the Rotary Peace Centers, mostly through a named fellowship, have signed a gift agreement that will make possible the creation of a brand-new Rotary Peace Center, to be located in the Middle East. The total size of the gift is US\$15.5 million. That includes startup and all operational costs for the Center, in perpetuity. In recognition of the donor's generosity, the new Center will be named the Otto and Fran Walter Rotary Peace Center.



Dr. Otto Walter was forced to leave his native Bavaria when totalitarianism arose in Europe. He started over in New York City, with no applicable job credentials, limited English, in the middle of the Great Depression. But Otto wasn't afraid of hard work; he did quite well financially, and he made it his life's ambition to help build the legal foundations necessary to support and promote Peace.



Starting in the early '80s, he joined the New York City Rotary Club. He became a Paul Harris Fellow and a philanthropist. Otto lived into his '90s, long enough to be honored in his lifetime by both the country of his birth and the country of his adoption. At his death,

he left his estate to a family foundation with broad humanitarian goals.

President of the Otto and Fran Walter Foundation is District 7780's PDG Marty Helman. Her husband and Rotarian Frank Helman has previously served as the President of this Foundation.

"Frankly," Marty says, "The Walter Foundation board can imagine no better way to remember Otto and his wife Fran and their legacy than via a Peace Center in the Middle East--in that part of the world that has been most torn by conflict for centuries. We are quite excited by the possibilities that will come from this partnership with The Rotary Foundation."

Trustee Chair Ravi Ravindran said, "Posterity will show that the actions the Trustees took will have far-reaching effects for two reasons; first it will change the way prospective supporters of Rotary programs view sponsorship opportunities within Rotary; and second, the Middle East region will be greatly benefited by this Centre which in turn will give rise to other repercussions."

To be sure, this gift will remain a historic in the annals of The Rotary Foundation as it will fully fund the new center. The gift will be paid in stages, with the first \$500,000 in 2021-22, and the bulk of the gift in approximately five years. A third gift down the road will provide the new Center with its own endowment. Once the gift agreement is complete, the Otto and Fran Walter Foundation will close.

Our sincere gratitude to the Otto and Fran Walter Foundation and to the Helmans for their total commitment to Rotary's Peace Centers. This gift and the new Center are truly a notable and a remarkable legacy in remembrance of a great Rotarian and humanitarian, and a humble man and his vision that will continue to make a difference in our world.

The actual location of the new Center within the Middle East-North Africa region has yet to be determined.

Calendar of Events

March 10, 2021—Director Dialogue

April 17-24—Great Lakes Watershed Cleanup

June 12-16, 2021— RI Virtual Convention

September 23, 2021—Virtual GETS Graduation

November 2, 3, 4, 2021—Zone 28/32 Online Summit

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

2023 — RI Convention, Melbourne, Australia

2024 — RI Convention, Singapore (tentative)

2025 — RI Convention, Calgary (tentative)

Zone 28 & 32

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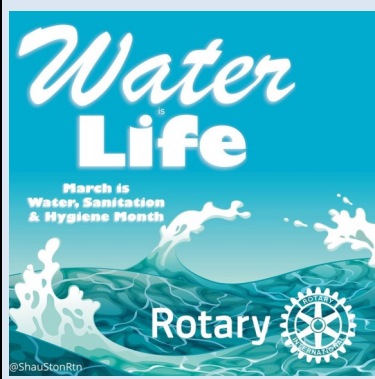
Don't forget our electronic and social media communications tools for the Zone.

Website:

www.rotaryzones28-32.org

Facebook:

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



Director Dialogue

Our next **Director Dialogue** is scheduled for **Wednesday, March 10th**. The topic is "Positive Peace," and Valarie Wafer's guests will be Rotary International President-Elect **Shekhar Mehta** and Rwandan-born first-generation Canadian Rotary Peace Fellow **Marie-Paule Attema**.

Key Rotarians and Rotaractors from our Zones will tell us how they are involved in peace-making activities and invite our participation; and from Evanston, Area of Focus manager Fergal McCarthy will share what's new and exciting in the Area of Focus.

Registration is required; [CLICK ON THIS LINK](#) to register for the webinar. [CLICK HERE](#) to visit the Director Dialogue page and access recordings of past events.



Rotary GOVERNOR TRAINING & ONLINE SUMMIT

Zones 28 & 32

Virtual Governor-Elect Training Seminar Graduation—
September 23, 2021

Zone 28-32 Online Summit—
November 2nd, 3rd & 4th, 2021



February 1 - March 14

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So, You Want to start an Eco Club?

By Peter Schultz, PDG District 5060, Innovative Club Advocate

It is clear that we all want to grow Rotary in whatever way we can, and the easiest way is to start new clubs. With a new club you just need to *identify* and *accept* the goals and traditions that the new group wants and starting a "cause-based" club such as an ECO club gives you a ready-made focus! Below are 8 simple steps that you can follow, which represent a summary of a presentation given by the Innovative Club Advocate team on 19 January 2021. You can see the full presentation as well as important tools to help you at <https://vimeo.com/502691412>.



Step 1 is the most critical, finding the team that will inspire the growth! At the heart is the champion, someone whose "WHY" is at the heart of your club's focus, Environmental Sustainability. No less important is the core group of leaders who share the Champion's vision. Finally, don't forget the Rotary mentor. Step 2 is to recruit members and step 3 is to make sure you have regular meetings, as your consistency is important whatever the frequency.

Step 4 is to find out what the club wants. This is one of the most important steps, and the Rotary mentor can guide the discussion. How often to meet, what types of projects or fundraisers, time of day, traditions like banners and flags, and much more. Are meetings in one community or by Zoom from all over? There's a 3rd option that works well in districts that are spread through rural areas which is a hybrid "pod" club. This is where small communities have groups of a few like-minded members that meet in person and join the larger group by Zoom. When helping a new club determine their culture, I like to tell them about "Chapter 1" clubs (see Beyond Borders, March 2020). This refers to Chapter 1 of our Rotary Manual of Procedure titled "Guiding Principles", and in particular the Core Values that define who we are: Fellowship, Service, Integrity, Leadership, Diversity. As long as we serve with integrity & fellowship, as long as Rotary is FUN then our clubs will succeed!

Our 5th step is to help fund the new club. Traditionally this has been done by a sponsoring club, but it is now more common for Districts to help out. By now you are ready for step 6, the organizational meeting. With the Rotary mentor guiding, choose the first officers of the club and finalize club operational details. The 7th step is the paperwork including a Club Constitution & Bylaws. There is lots of help available for this, whether leaders within your District, Innovative Club Advocates or Zone Coordinators, just reach out.

Our 8th step is to celebrate! All the work is done, the club is chartered and growing, and everybody is keen to get on with the business of Rotary. Don't forget this very important step. Invite family, friends, other Rotarians and leaders. Invite the local press and civic leaders. Celebrate with a social that reflects your club. Remember, fellowship is one of our core values, and you just might find future members at an event like this. To conclude, Just DO IT! Let's grow Rotary in North America, and make sure that it is as awesome as ever for our kids and grandkids!

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Bringing Diversity, Inclusion and Equity in Your Life Through Reading

By Jacinthe Paillé, 7040 DEI Committee, President D7040 Passport Club

Those who know me well are aware that I am an avid reader and that I just love books. As well, I have made it my personal mission to put books in the hands of people: my children and stepchildren, husband, extended family, students, friends, even prisoners, and more! For me, reading is not just a hobby, it is a true passion that brings me a lot of joy – and I'd like to suggest some titles of interest to share that joy through a whole range of authors and themes.

To help me select the books you will read about here, I was inspired by the Indigo Reading Challenge, which offers "21 new ways to read in 2021." (Indigo is Canada's largest bookstore chain). Using this list to choose your next reads may help you discover new authors – or renew with forgotten ones! You can find the downloadable list of categories here: <https://www.chapters.indigo.ca/en-ca/inspired/books/indigo-2021-reading-challenge/> On Indigo's website, you'll also find suggestions for each category – or you can start with the titles below!

If you feel like being transported to other times and places, let me suggest some works of fiction. **John Grisham's** first novel and courtroom drama, *A Time to Kill* (1989), deals with a black man accused of murdering the two white men who raped his daughter; it brings all kinds of tension between the black and white members of the community of Clanton, Mississippi. If you prefer historical fiction, one recent title that stands out is Canadian author **Esi Edugyam's** *Washington Black* (2018), winner of the Scotiabank Giller Prize that year. It tells the story of 11-year-old Washington Black, a slave in a Barbados sugar plant, and his flight to America to survive. Finally, to 'travel' all the way to Nigeria and plunge into a tale of loss, family, and friendship, pick up a copy of *The Death of Vivek Oji* (2020) by **Akwaeke Emezi** (they/them), author of the well-received *Freshwater* (2018). It was longlisted for the 2021 Aspen Words Literary Prize and the 2021 Dylan Thomas Prize.

If you enjoy reading non-fiction, then there are many options to choose from. An upcoming book will certainly resonate with many of us in Canada (and perhaps inspire our American neighbours and beyond): *Neglected No More: The Urgent Need to Improve the Lives of Canada's Elders in the Wake of a Pandemic* by **André Picard**, to be published March 2, 2021. Mr. Picard is a Canadian journalist and columnist for the Globe and Mail. This may prove necessary reading! Finally, *Haben, The Deafblind Woman Who Conquered Harvard Law* (**Haben Girma**, 2020) is a memoir that everyone should read. Ms. Girma is an excellent example of determination and perseverance, and we can all learn from her. And a last one: to those who wanted to visit Taiwan this year (and won't), here is a book that can take you there: *Two Trees Make a Forest* by Canadian British Taiwanese author Jessica J. Lee (2020). Between March 8 and 12, you can find out how it fares in this year's edition of CBC's Canada Reads competition: <https://www.cbc.ca/books/canadareads/meet-the-canada-reads-2021-contenders-1.5869833>.

Would you like more suggestions? Just drop me a line at j14intoronto@yahoo.ca.

Taking Action – Meaningful Encounters with Difference:

The Story of District 7820's Anti-Black Racism Task Force – and a tool kit for all to use.

By Louisa Horne, Past Chair of the D7820 Leadership Team & Lori Anne Jones, Chair of the D7820 Anti-Black Racism Task Force

George Floyd. Breonna Taylor. 8:46. BLM. Names, numbers, and letters that evoke disturbing images and powerful emotions – disruption that prompted D7820 to take action in May 2020. Following the murder of George Floyd and the growing conversation about Black Lives Matter, the past Chair of the D7820 Leadership Team (aka PDG) immediately put out a call for expressions of interest from Rotarians across the district (which includes Nova Scotia, Newfoundland and Labrador, Prince Edward Island, and the French islands of St. Pierre et Miquelon), to participate in an action-oriented group to explore and craft an appropriate course of action for the district. Responses came quickly, with representation from across the region from people with a wide range of backgrounds. A first meeting in June resulted in a plan for a task force to explore how people of action could reach across hardened lines to learn, converse, and embrace the other, specifically people of African descent.

This was a long and carefully thought-out process that did not happen over night. A fundamental key first step was to build a space within and across the Task Force where all members felt safe to express their perspectives and share personal insights and experiences. Another key intentional strategy was to build collective awareness as a group committed to change through engaging expert speakers to share their wisdom and personal narrative in the areas of systemic racism and anti-Black racism. Without these two first critical steps, the Task Force would likely have not been able to proceed and ultimately reach the outcome they did.

Eight months of hard work culminated in release in January of 2021 of a strategic framework and associated tool kit that Rotary and Rotarians can use to activate change and combat systemic racism and anti-black racism. The tool kit was created for Rotary and Rotarians but also for the communities in which we work and support. The full tool kit can be viewed at www.rotary7820.com.

One of the Task Force members, Dr. David Divine, President of the Rotary Club of Halifax Northwest, and former holder of the James Robinson Johnston Chair in Black Canadian Studies at Dalhousie University, was interviewed about this achievement why this work is important and why the focus on anti-Black racism was an imperative first focus:



I believe the mission and vision of the Rotarian movement demands that we as Rotarians do not remain as silent witnesses to injustice and discrimination and stand up and be present in combatting it.

There are moments in life and history when currents flow together to build such a force that it cannot be ignored. Such a combination of currents was triggered by the murder of George Floyd in 2020. It resulted in a tsunami of protests and outrage around the world that had a domino effect and part of that ripple reached District 7820 of the Rotarian movement in Atlantic Canada. We started with anti-Black racism and we are addressing anti-Indigenous peoples' racism later in 2021. All discrimination is going to be addressed.

But the work is not done – it never will be! In fact, it may be just beginning as requests from clubs for presentations pour in – and a speaker series is about to begin.

So now what? This team will continue its work and an associated team will spin off and grow and use the best practices that have been established, to begin exploration of how the District should intentionally learn and respond to our Indigenous sisters and brothers. That process will never end either. When asked about his hope for the project, Dr. Divine responded:

Step by step the Rotarian movement will model how one global movement sheds its past and re-imagines itself as a force of diversity and inclusion, respecting us all regardless of our differences.

That is the hope that we all share, to be truly people of action and agents of change to challenge and effectively combat systemic racism at all levels. This commitment to action and change is particularly poignant given the origin of Rotary defined by privilege and exclusivity. If Rotary, as a global organization, can evolve to embrace and activate this evolution, it is possible for any organization, regardless of industry, sector, size or complexity, to rise to this responsibility as well. It is the right thing to do and we all bear the accountability to be activate that change in ourselves and in our communities.



Introducing Rotex 5060

By Allison Brown, Co-President of Rotex 5060

In the fall of 2020, several rebound Rotary Youth Exchange (RYE) students came together and shared their exchange experiences and identified some commonalities. Treat Schubert and Miguel Lefevre, inspired and motivated by their Youth Exchange adventures, wanted to create a space to support past, present, and future RYE students. Coincidentally, District 5060 Alumni Chair Susan McIntyre reached out to rebounds and invited them to reconnect. At the initial meeting, a collective vision was established: creating a club for rebounds. At the 'Follow-Up to Youth Exchange Alumni Meeting', 20 more students showed up and expressed interest in starting a club.

Within a few weeks, a core group of students dedicated themselves to doing exactly that. A Rotex club aligned with the objectives of the students, namely Rotex's association with the RYE program. Once it was decided that the Rotex club would be formed, five executives were named: Treat Schubert, Allison Brown, Miguel Lefevre, Kyla Christianson, and Luke Grigg, with Susan McIntyre acting as the Rotarian advisor. Together, they began crafting the constitution alongside other members. With the help of Peter Schultz, Richard DeRock, and Martha Kennedy, Rotex 5060 submitted its application to the Rotary Alumni Association.

The mandate of Rotex 5060 is:

- to establish and maintain a supportive relationship among Inbound, Outbound, and Rebound Rotary Youth Exchange participants.
- to enable alumni to network with one another and with Rotarians.
- to provide alumni opportunities for involvement in Rotary service; and
- to facilitate alumni engagement with Rotary. Rotex 5060 invites all former RYE participants to join, including those who are a part of the Rotary Alumni Network.

Rotex 5060 was officially accepted by the Rotary Alumni Association on December 8, 2020.

The club and its 54 members meet bi-weekly. Thus far, meetings are focused on solidifying a vision for Rotex 5060, identifying the club's priorities in its first year, and expanding its network of rebounds. Ideally, Rotex 5060 would like to provide personalized support to every exchange student. The members of Rotex 5060 speak multiple languages, have lived all over the world, and are knowledgeable about the RYE program. Thus, Rotex 5060's members will be able to assist exchange students linguistically, culturally, and more. Committees are being formed to meet the club's goals of supporting inbounds, outbounds, and rebounds, which also allows members to connect with one another and share their RYE memories. Socials are held monthly and are open to all RYE rebounds; the purpose of the socials are to grow Rotary 5060's network in a fun and engaging way.

Rotex 5060 would like to engage with more RYE students and Rotarians. If you know a past exchange student, reach out to them and make sure they know about Rotex 5060. Students can join a committee, be a part of a mentorship program, and/or network with other exchange students. Rotex 5060 would also like to collaborate with Rotarians and welcomes any guest speakers, networking/connections, and general guidance. Please contact Rotex 5060 via:

Email: rotexdistrict5060@gmail.com

Facebook (private group for RYE students): @Rotex5060 or www.facebook.com/groups/1806349339614872/

Instagram: @Rotex5060



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A One Service Community

By Bob Curran, Past President, Longwood Rotary Club, Kennett Square, PA, District 7450

American author Wayne Dyer once said - "When you change the way you look at things -the things you look at will change". These words ring very true today for Rotary Clubs. After years of declining membership plus the COVID effect on clubs carrying out their service missions, it is time to change how we look at things. One of those "things" is how Rotary Clubs see themselves, see other Rotary Clubs around them, and see other organizations dedicated to service in their communities. The message is to stop operating your club in a silo and branch out to other service organizations in your area to create solutions together - a **ONE SERVICE COMMUNITY**.

A brief history- in 2018 the Longwood (Kennett Square, PA) Rotary Club conducted a Community Needs Assessment (CNA) with over 35 community leaders. The result of that assessment was long term Club approved projects in Pre-K Education, Affordable Housing, and Transportation. In addition to its service projects, Longwood Rotary started the journey to become a solutions club - projects that would take a committed effort over 3-5 years to achieve significant results. The Longwood Club also realized that to be able to make the desired impact in the communities against these needs (needs that are regional, not just local) it should not go forward alone - thus creating the ONE SERVICE COMMUNITY initiative.

Longwood's Rotary District 7450 is divided into 10 areas; within Longwood's area it was determined to have 5 Rotary Clubs, 3 Lions Clubs, and a Chamber of Commerce, all having community service as part of their mission statement, with a total of over 600 members. What would happen if we changed the way we looked at these 9 organizations, not as independent silos but as a single service community?

Longwood's Past President Bob Curran presented the One Service Community Initiative in person to all 9 organizations with the message: "Each organization makes a difference. However, what would that difference be in Southern Chester County if we worked together? What needed to change to make this a reality -ONLY HOW WE THINK!

Prior to the COVID shutdown, these organizations were starting to come together- newsletters and club needs were being shared, clubs were planning co-meetings and combined fundraisers, clubs for the first time were becoming members of the Chamber of Commerce, volunteers from other clubs were participating in club projects. As an example, for almost 20 years the Longwood Club implemented a Community Book Bag Project, recently distributing 435 bags/supplies into the community. Under a One Service Community, discussions are under way for a 9-organization regional book bag distribution with a goal of 1,500 bags.

Try it – you will like the results!

Visiting Honduras Again

By Marty Pease and Catherine Riordan on behalf of the International Partnership Alliance, a coalition of Rotary Clubs, Pacific Northwest U.S.

Finally, after a year of pandemic-induced travel restrictions, a team from the International Project Alliance (IPA) was able to go to Honduras to oversee its ongoing multi-faceted multi-club Rotary project. We share below some highlights from that trip.



To catch up on IPA business and because it was the end of the coffee-picking season and the beginning of the school year, the team visited all partner Mayan villages, delivering school supplies to 2,300 stu-

dents in grades kindergarten through high school. For the visits, because of COVID concerns, the team had asked teachers to assure no primary students be present and that no food be served. Three of IPA's local contractors prepared the supplies for delivery and now, after all the deliveries have been made, they will update the database with new information about enrolled students and materials delivered.



In regard to COVID, the U.S. visiting IPA team was required to have a negative COVID test both before going and returning. Many of the villages have had no cases of COVID and are conscientious about precautions: Everyone wore masks, hand sanitizer was readily available, but keeping social distance was at times more difficult. The team learned from Hondurans they are not anticipating vaccines until next year, if at all.

The team was especially interested in seeing the after-effects of the hurricanes Eta and Iota, which [hit Honduras](#) in late 2020. There was visible damage everywhere.



Landslides and washouts were a big problem both on the main road and the roads to the villages. The team couldn't get to three villages because the roads had not yet been cleared. Several car and footbridges had been taken out by the surging waters and river beds were 2-3 times

their previous size. Some houses were destroyed. As part of its special hurricane relief project and with the generosity of Rotarians and their friends, the IPA is almost finished repairing in its participating villages the damaged water systems, a school building, and a footbridge.



Copán Ruinas, IPA's base town, is depressed. It relies heavily on tourism of which there is none presently. There were many locals in the streets, idle because of the state of the economy, the pandemic, and the hurricanes' damage. When tourism will return is unknown. The plaza at the UNESCO Archaeological World Heritage Site was empty and very few people were at [Macaw Mountain](#) nature reserve. IPA team members were the only guests in the local hotel, which was opened for them after a year of being closed.

After this visit, the team was even more impressed with what IPA's local contractors have done to keep the IPA projects running despite the surrounding devastation, restrictions, and shutdowns. They have kept the programs running well for a year with only a virtual IPA presence. Club Rotario de Copán Ruinas, as they always do, plays essential roles by providing transportation to the villages, helping to distribute school supplies and sharing their local knowledge and networks. The Copán club had received a donation from Tom's Shoes, and they were able to hand out those shoes as part of these visits.

Overall, the team is very glad they went. It was really good to reconnect with people and have hands-on participation. Presently, IPA is planning to resume trips every three months.



For more information on this trip and the project, visit IPA's [Facebook](#) or [website](#). For more information in general, visit [ipafoundation.org](#). If you have questions, please contact Marty Pease at mcconlogue@msn.com or 720-291-1979.

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Using Social Media Stories to Tell Your Club's Story

By Jennifer Aitken, ARPIC, Zone 32

Have you noticed that stories have become one of the most popular features on social media? Using social media stories can help increase visibility of our Rotary brand.

Stories include videos and images that appear outside of your regular feed that only last for 24 hours before they disappear. The temporary nature of stories is what helps to attract your followers to engage immediately. Stories can be used to create live broadcasts of your service projects and events or can include a compilation of photos from a recent project, club meeting, or fundraiser.

Music and animation can be added to Facebook and Instagram stories to make them more attractive and interesting to your audience. Instagram has additional interactive features that include lists, polls, and surveys, which enable you to engage with your audience in a variety of ways. Stickers, text, and emojis can also be added to your story. You can also promote your stories to engage a wider audience or attract more visits to your website. Stories can later be shared as a regular post to your feed. Linking your Facebook and Instagram accounts enables you to share stories from one account to the other seamlessly. The possibilities are endless!

Stories appear to be popular particularly amongst Rotaractors and Interactors, but Rotary clubs are using them as well. The Rotaract Club of Raritan Valley (District 7475) recently posted a story about their End Hunger Initiative. The Rotary Club of Jersey City (District 7490) has recently been running multiple stories to honor and fundraise for a club member who is suffering from a debilitating illness. The Rotaract Club of Mahdia (District 9010) used the story tool on Instagram to share videos of the installation ceremony of several of their new members.

Other clubs locally and around the world have used social media stories to advertise their meetings and service projects, to celebrate Rotary anniversaries and club milestones, to welcome new members, to honor Rotarians for their volunteerism and to share online fundraisers. Others have used the polling and survey features to get input on club meeting times and ideas for projects and events.

Stories are also a fun and effective way to promote Rotary's People of Action campaign. The People of Action Campaign refers to how we talk about ourselves and answers the following:

- What is Rotary?
- Who are Rotarians?
- What's Our Impact?
- How and Why, do we make a difference?

The People of Action campaign is customizable, downloadable, and easy to use. You can add your club's pictures and customize the appropriate image sizes to post to your social media stories. To access the People of Action Toolkit, visit Rotary.org > My Rotary > Brand Center.

It looks like social media stories are here to stay, so if you haven't used the story tool already give it a try and engage more followers with your social media accounts.

Remember the impact of a strong brand:

- Delivers an Understanding of Who We Are and What We Do
- Grows Membership
- Enhances Engagement
- Boosts Sponsorships
- Increases Giving

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

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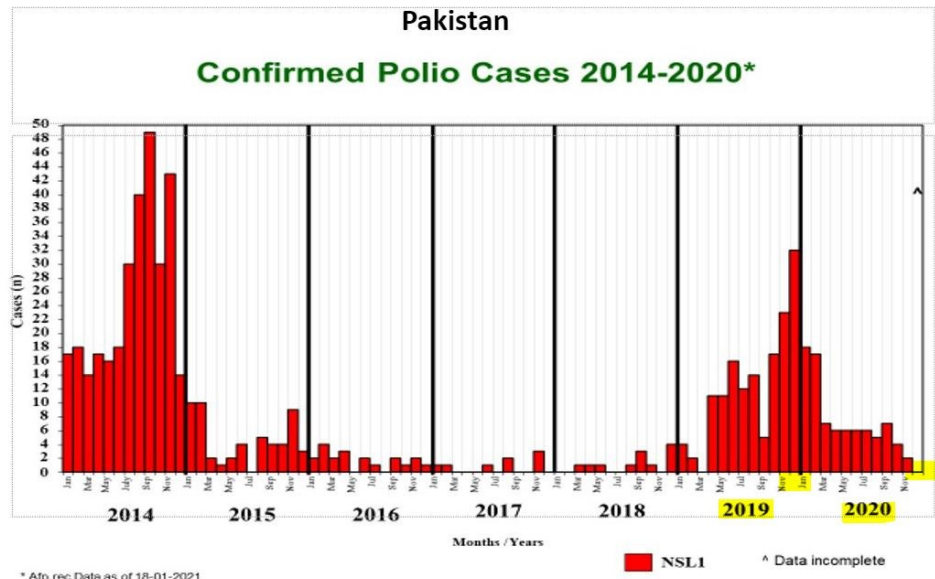
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Optimism

Mike McGovern, Chair of International Polio Plus Committee, Rotary International told the End Polio Now Rotary Coordinators "The mood is One of Optimism for our polio program in January 2021."

Number of cases in Pakistan has dropped significantly



In 2015 we dropped from 50 cases a month to under 10 and stayed there until May of 2019 when the Pakistan Government stopped making this a priority. A new government and Minister of Health stopped all vaccinations, social media fake news postings (anti vaccination videos showing a whole classroom fainting after a polio vaccination followed up shortly showing the person posting it saying "all faint now"), and health care workers being killed.

That all turned around with Rotary Advocacy collaborating with WHO UNICEF and Bill and Melinda Gates Foundation. The Pakistan Government renewed their support and as of this printing there have been **0 cases of Wild Polio Virus causing Acute Flaccid paralysis in Pakistan since Nov 23, 2020.**

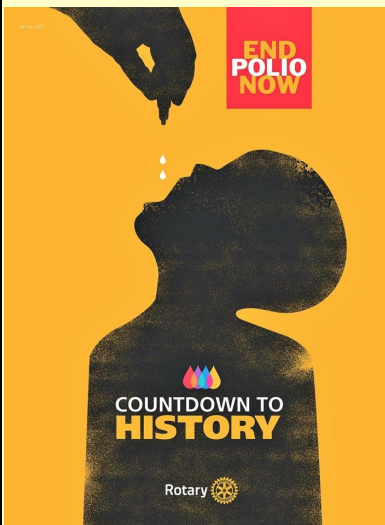
Cases as of Feb 17, 2021

Pakistan WPV cases of acute flaccid paralysis 0. Total 2020 Dec 31, 84 (0 since Nov 23, 2020)

Afghanistan WPV cases of acute flaccid paralysis 1. Total 2020 Dec 31, 56 (1 ytd)

New Novel Oral Vaccine causes less risk of causing vaccine derived Polio Cases

We have seen an increase in vaccine derived cases from the oral vaccine type 2 in Africa and Asia. The oral vaccine uses live virus and in areas of poor sanitation and under-immunized populations the virus can reproduce the polio symptoms. The novel oral polio vaccine has been under development for 10 years and Clinical studies on nOPV2, conducted in Belgium and Panama, have shown the vaccine to be safe and efficacious in protecting against polio, while carrying less risk of reverting into a form that can cause paralysis in under-immunized populations. See [video](#).



We hear that 200 million doses of this New Novel Oral Polio Vaccine are to be used in March for Liberia and Nigeria.

Taliban Tweet “Thank you”

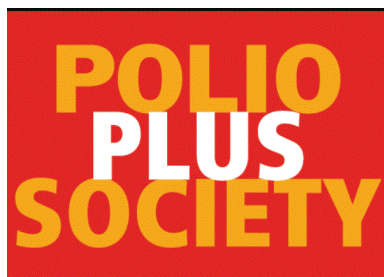
In late January 2021, 7 leaders of the Taliban met with Emergency Response (EMRO) Regional Directors of UNICEF and WHO about the alarming number of cases of polio in inaccessible areas under their control. They have agreed to work together to address this soon. The Taliban tweeted they were grateful for their support also with COVID 19 and the vaccinations roll out.

The leadership of Taliban extended their thanks to the agencies for increase & betterment of the health facilities, supply of essential medicine, starting community-based education and WASH & interventions and requested for continuation and further development of these programs.

Fundraising update and ideas

In January 2021 we were showing many districts in Zone 28 gave upwards of \$10,000 USD to Polio in December and for a short while our Zone 28 were the world leaders

Thank you to ALL Rotarians who consider the End Polio Now program in their donations.

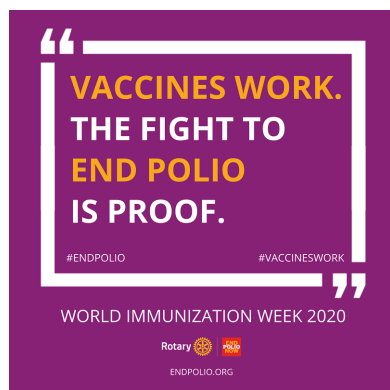


Many districts are setting up polio Plus Societies, or Associations or Groups

A polio Plus society is a district run program that recognizes Rotarians who commit to giving \$100USD per year until polio is eradicated. For more information contact your EPN Coordinator.

Get a shot—Give a shot

As many Rotarians get a COVID shot they could make a donation to polio eradication. Figure out for your region what the amount should be and ask Rotarians to contribute on www.endpolio.org/donate. This could be another marvelous way to encourage Rotarians to make a donation this year to Polio.



World Immunization Week April 24-30, 2021

Donate your voice to Vaccine Advocacy this week. There is a tool kit for this week for you to use at <https://www.endpolio.org/resource-center>

As long as we never give up - then polio does not stand a chance - Bill Gates

Thank you all for all you do for polio.

Submitted by Stella Roy EPN Zone 28 E