



“The journey of a thousand miles begins with just one step.” — Lao Tzu

As Director-elect Jeffry says in his column this month (page 2), it is hard to believe how time passes and journeys start and finish. The reality is that I am writing my second-to-last editorial for this newsletter and then a new chapter starts in my Rotary life. However, the next two months are extremely busy, culminating in the International Convention in Toronto. I hope to see you all there amidst the hustle and bustle of the anticipated 25,000 Rotarians from all around the world.

Our Beyond Borders Zone 24/32 Event set for June 24 at the Hockey Hall of Fame is sold out at 750 attendees! Rhino and I look forward to spending this evening with everyone as we celebrate friendships formed across our borders.

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Zone 24: Canada,
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 St. Pierre and Miquelon

Zone 32: Bermuda,
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www.rotaryzones24-32.org
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May 2018

We have just concluded our meetings in Evanston where the Board of Directors and Trustees met for a very busy 10 days. With the Council on Legislation meeting in 2019 we had the opportunity to examine the proposed Enactments being put forward. Once again, there will be decisions to vote on that will give clubs greater flexibility and lead Rotary in new directions. My hope is that the delegates will have spent time thinking of where Rotary needs to be in 10 years' time and what decisions are needed to get us there. As always, the Board of Directors surprised me at how forward thinking it was by clearly setting a path for the future of Rotary. The challenge is to get these visions, plans and goals into the hands of the Rotarians in the Clubs to accept and effect these changes.

We are really busy with District Conferences during May. District Conferences all have their own personalities from the vibrant and colourful ones I have attended in Africa and Asia to the smaller and more focused ones here in North America. In Africa and Asia, it is customary to have more than a 1000 people in attendance. It is an event of celebration, pageantry and motivation and brings together the District. In North America - and here I am generalizing - we seem to struggle to get 300 people together and although these District Conferences do celebrate and motivate, they are not reaching the majority of the Rotarians in the District. Perhaps the time has come for us to re-assess the formats, purpose and the timing of District Conferences. If we were to take the number of hours required by the Committee Members and the District Governor - the time and the focus and the energy - which reaches such a small proportion of Rotarians - we need to ask if this time and effort could have been spent more productively. Just think - if this time and effort and man power was spent on generating new members and supporting existing members - where would the District be today?

The reality is that the time has come for us to reassess all our events and look at the purpose and the effect.

I hope that Spring has now reached all of you and that we are able to put aside the Winter blues. Enjoy the good weather and the birth of the new season. I hope to see you all in Toronto.

“Spring is the time of plans and projects.”— Leo Tolstoy

Dean

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Jeffry's Journey

Oh, My

As one of my colleagues, Director-elect David Stovall from Georgia, said, this is really getting real now.

When Vice President Dean (then Director Dean) suggested to me that I have a column in this publication it certainly didn't feel real. She even suggested the title for the column, *Jeffry's Journey*. It was an opportunity to chronicle the path from Director-nominee to Director-elect to Director. Oh sure, I was plenty happy to have been the selection of the Nominating Committee for Director. Plenty humbled too. But back then (it seems like an eternity ago) it definitely didn't yet feel "real."

As I write this, I'm getting ready to head to Evanston for 10 days. The final three days of Director-elect orientation. A full day of Governance Training. Back-benching the April Board of Directors meeting. A joint meeting with the Trustees of The Rotary Foundation. Plenty of opportunities for hallway networking and conversation. Lots of opportunity to just listen. To be a sponge. Trying to do the best I can to be ready for July 1. By the time you read this, that will all be in the past. July 1 will be just that much closer.

As with all of you who will be dropping the "elect" from your title on July 1, President-elect Barry is also filling out his committees and making assignments. I have enthusiastically accepted mine. For the 2018-19 Rotary year I will be a member of the Global Networking and Fellowship Committee, Liaison from the Board to the RI Communications Committee, Vice Chair of the Administration Committee, and Liaison from the Board of Directors to Board of Trustees of The Rotary Foundation. I appreciate the confidence of the President-elect and am excited for 2018-19!

Now let's switch gears to the fall of 2018. In September we will be gathering in Montreal for the 2018 Zone Conference (September 20-22, 2018). It will be preceded by training for all of our Governors-nominee and -elect. This year's event is open to ALL Rotarians. Originally the Institute and designed for past governors, it will now be an opportunity for district and club Rotarians to join them. There will be plenty there to educate, motivate, and engage all groups. We know from experience that only good things happen when club and district Rotarians get to cross-pollinate with a critical mass of past Rotary officers. You will benefit. Our organization will benefit. Most importantly, the children of the world will benefit as we grow Rotary in North America.

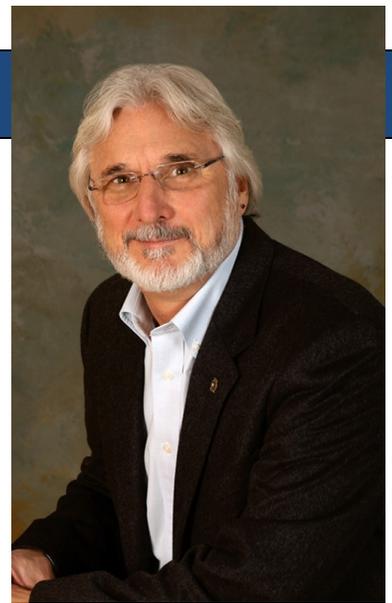
Register now at our Zone website. www.rotaryzones24-32.org

Look for Montreal 2018 and click on Conference Website.

See the spectacular line up of speakers and programs the team is putting together for YOU.

Early bird discounts will expire on June 1, so register now!

Yup....this is really getting real.



Jeffry Cadorette, Director-elect
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A Little Club Reinvents Itself By Emphasizing Service Over Meetings

By Marty Peak Helman, District 7780 Foundation Chair

For about a decade, the Bath Sunrise Rotary Club in District 7780 was “stuck” at a hard-core 11 members, who met regularly, did great service, but couldn’t seem to increase in number.

Club president Bob Reed says change began back in 2012 when, as District Governor, I challenged the club to reinvent themselves. “You’re small,” I pointed out in my “official” visit. “You

bers — was just too much. The club agreed on a new schedule, which called for a “regular” meeting with speaker the first week of the month, and a business meeting the third week of the month. During the second and fourth weeks, club members pledged to go out in the community and do service, and to report their “makeup” as, perhaps, reading to kids in school, or volunteering at the library or soup kitchen, or similar activity.



don’t have a bunch of old-timers telling you what you can’t do. And you’re not afraid of work. So go out and make the changes you want to become the club you want. Who’s to stop you?”

What I said slowly took root, and the club decided to go through the strategic Visioning process. Unfortunately—and erroneously—the club was told that it needed to field 30 members in order to qualify for Visioning. Seemingly rebuffed, in 2014-15 the club created its own strategic planning process, under the guidance of then-president Erika Helgerson Bensen.

First, Erika agreed to serve two years as president, and she asked her immediate successors to do the same. The goal was greater stability and a better time horizon for planning and execution. Since club members were repeating the presidency every few years anyway, this change was quickly agreed to.

Next, the club treasurer created a spreadsheet of all the club’s donations over the previous five years, and asked each member to weigh in on whether, in retrospect, they agreed with the funding decisions that had been made. Out of that exercise came a much clearer view of the club’s charitable priorities and financial needs.

Third, the club recognized that weekly meetings — on top of a monthly board meeting and committee meetings, service projects and fundraisers, all of which involved most of the mem-

It should be noted that Bath Sunrise moved to this schedule *prior* to the Council on Legislation’s 2016 determination that clubs could set their own meeting schedule. As a result, some nay-sayers believed that Bath Sunrise’s decision to choose service over meetings — and to leave it up to club members to self-report their service — was a way to move to (then-illegal) bi-monthly meetings.

Not so: Last spring, as District Foundation Chair, I was invited back to the Club to present Paul Harris Fellows to those members who had completed their agreed-upon service hours. President Bob estimates that the club’s 2500 service hours in 2016-17, figured at minimum wage, were worth \$35,000 to the community. For the 2017-18 Rotary year, Bob estimates the club is on track for 3000 more service hours!

And bimonthly service has had an unexpected impact: It has not gone un-noticed in the Bath community that so many club members are out there, wearing their Rotary shirts and doing good things. As a result, interest in Rotary is keen! Nine of those original 11 members remain active in the club; two others have resigned due to family/work issues. But new members have flocked to the challenge and today, three years into its service-oriented schedule, the club has doubled in size to 22 members.

The secret of Bath Sunrise’s success: An emphasis on weekly *service*, not weekly *meetings*.

Membership Matters

Slight Membership Uptick Sparks Cautious Optimism

District	Prior Year 2016-17			Current Year 2017-18 Activity to Date				
	July 1, 2016		Jun 30 2017	July 1, 2017		March 31, 2018		
	# clubs	# members	Net Change # members	# clubs	# members	# clubs	# members	Net Change # members
57	26	415	-41	24	374	24	362	-12
5010	39	1722	9	40	1731	40	1767	36
5040	48	1413	29	49	1442	49	1463	21
5050	57	2575	-64	57	2511	58	2578	67
5060	60	2693	-56	58	2637	58	2724	87
5360	47	1889	-44	47	1845	47	1831	-14
5370	58	2187	-57	57	2130	57	2105	-25
5550	46	1413	-27	46	1386	47	1435	49
6330	59	1784	-72	57	1712	57	1686	-26
7010	42	1557	-47	42	1510	41	1525	15
7040	69	1860	-46	69	1814	67	1823	9
7070	54	1979	24	56	2003	55	2020	17
7080	49	1642	-28	49	1614	49	1616	2
7090	68	2212	-88	67	2124	68	2208	84
7790	52	1733	-58	50	1675	50	1701	26
7810	39	1130	-14	40	1116	40	1117	1
7820	47	1572	-51	47	1521	47	1594	73
Zone 24	860	29,776	-631	855	29,145	854	29,555	410
7210	59	1635	-31	57	1604	57	1641	37
7230	43	1235	-23	44	1212	44	1245	33
7255	75	1845	-103	73	1742	73	1784	42
7390	45	2319	-5	43	2314	43	2332	18
7410	43	1142	-48	43	1094	43	1104	10
7430	43	1739	38	45	1777	45	1772	-5
7450	51	1457	-47	50	1410	50	1397	-13
7470	50	1152	-28	48	1124	48	1116	-8
7490	50	1221	-14	50	1207	50	1201	-6
7500	37	1149	8	37	1157	37	1152	-5
7510	39	1033	-33	39	1000	39	1001	1
7640	46	1109	-62	44	1047	45	1066	19
7780	40	1632	-15	40	1617	40	1659	42
7850	42	1458	-42	42	1416	42	1445	29
7870	60	2101	-17	60	2084	59	2088	4
7890	59	2097	-52	59	2045	59	2004	-41
7910	51	1455	-68	51	1387	51	1393	6
7930	47	1865	-91	47	1774	47	1789	15
7950	66	2225	-76	65	2149	65	2152	3
7980	60	2167	-57	58	2110	58	2108	-2
Zone 32	1006	32,036	-766	995	31,270	995	31,449	179
Total	1866	61,812	-1,397	1850	60,415	1849	61,004	589

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Foundation Facts

High-School Friends Reunite to Save Lives

By Jess Socrates, MD, Rotary Club of Hanover, District 7390



Many children in the developing world who are born with a congenital heart defect struggle through life in constant illness — respiratory infections, congestive heart failure, pulmonary hypertension, poor weight gain and failure to thrive. Frequent illnesses can affect their school performance. Many will live with their parents for their entire lives or die at a young age. If they are lucky enough to get long-term medical treatment, it adds to the financial burden of their families.

Funded by a \$42,250 Global Grant, Operation BraveHeart facilitates the transcatheter repair of congenital heart defects in Filipino children. The project was spearheaded by the Clubs of Hanover, PA (D-7390), and Makati Southeast (Philippines). The primary host and international contacts are high school classmates and long-time Rotarians.

The outlook for children who undergo transcatheter repair is very promising. Because repair is curative, these children could live the rest of their lives as active as their peers.

Transcatheter closure is performed in the cardiac catheterization laboratory by our volunteer pediatric cardiologist. The procedure lasts from one to two hours with most patients tolerating intravenous sedation. A peripheral blood vessel is accessed in the groin where the catheter is inserted and threaded to the heart defect for placement of the device. There is no chest scar and recovery time is only three days. The procedure is relatively safe with very low mortality and morbidity figures.

The major cost of transcatheter repair is a \$1,000-\$2000 device that is implanted to seal the closure. One year into the project, Operation Braveheart has so far facilitated the successful repair of 41 children's hearts. That said, sustained funding will be needed to treat newly diagnosed children.

Tax deductible donations may be written to: Rotary Club of Hanover PA Charitable Fund, Inc., and mailed to: 195 Stock St., Suite 311, Hanover, PA 17331.

Thank you for supporting Operation Braveheart!



Jesziah, age 7, preps for surgery with (left to right) Dr. Jonas del Rosario, her Mom, and Rotarians.

Dave Forward's Peace Book Wins Award

The "IPPY" Awards are designed to bring increased recognition to the deserving but often unsung titles published by independent authors and publishers.

This year, David Forward's *A String of Pearls: Inspiring Stories of How Rotary Peace Fellows are Serving Humanity and Changing the World* received a Gold Medal and Peacemaker of the Year award from the Independent Publisher Association.

And here's the really cool part: Thanks to a grant, every dollar raised by the sale of this book goes to the Rotary Peace Centers. It's a great read and a great cause. Purchase your book today: www.RotaryStringOfPearls.com.



PolioPlus

Peking, Paris, Polio and Passion

By Pat Killoran, Zone 24 West End Polio Now Coordinator

It is always a treat to watch when multiple passions align in support of a big dream.

Lee Harman has a passion for Rotary; as a doctor he has a passion for polio eradication and as a hobbyist he has a passion for old vehicles. The result is a dream to raise \$1 million for PolioPlus!

Lee, a long time Rotarian, joined by his travel chum, retired Army Major Bill Ward, will set course on a once-in-a-lifetime race, the Seventh Peking-to-Paris Endurance Motor Challenge. Driving an old car nearly 10,000 miles around the world with a bunch of like-minded enthusiasts, against the clock, makes this rally one of the toughest driving challenges for vintage cars. It's 400 kilometers a day for 36 days.



You should also meet Miss Vicky.....

Miss Vicky is a plucky 1931 Ford Victoria with plenty of life left in her. Miss Vicky is unique because so few of these particular models were made, and even fewer are ready for a 10,000 mile trek in 2019! It's been Lee and Bill's long-time dream to take Miss Vicky on The Peking-Paris challenge and to use the rally to raise both awareness and money in the fight to end polio.

The next Peking to Paris Motor Challenge will begin in June 2019 and Miss Vicky will be ready to take on the roads of Mongolia, Russia and China to prove anything can be accomplished, even ending polio!

Lee Harman's own involvement in PolioPlus has taken him to India to work with teams from CDC, the World Health Organization and UNICEF, entering off-the-grid villages to inoculate children. He has seen firsthand how lives can improve. Rotarians, like Harman, know the pain and suffering that polio has wrought, mostly targeting humankind's most vulnerable.

Harman also knows that the perils and tribulations that he and Ward will face are all worthwhile to call attention to the importance of eradicating polio while meeting a goal to raise \$1 million.

Harman and Ward are asking Districts and individual Rotarians to join their effort. They are ready to speak at District Conferences and wherever they can to promote this campaign. Meanwhile, Lee and Bill will be driving Miss Vicky from Washington state to the Convention in Toronto, where she will be on display in the House of Friendship.

Lee would be really pleased to talk about participating in Rotary events on their way to Toronto and back. To contact Lee Harman, email rleeharmanmd@gmail.com. Check out Miss Vicky on social media:

<https://www.facebook.com/FinishPolio/> and www.finishpolio.com

\$1 million sounds like a lot of money — but \$100 per mile sounds very doable!!

Polio Countdown

The number of officially reported wild poliovirus Type 1 cases in Afghanistan in 2018 is seven. The most recent case occurred in Kunar province, with onset of paralysis on 3 March.

The total number of wild poliovirus Type 1 cases in Pakistan in 2018 is one. This case occurred in Balochistan province, with onset of paralysis on 8 March.

—Floyd Lancia,
Polio Plus Coordinator, D-6540



Honor Your Peace Hero!

Do you know a Rotarian or Rotary organization that deserves plaudits for the international work it does?

Each of our Zones annually celebrates a person or organization for outstanding achievement consistent with the ideas expressed in the Fourth Object of Rotary: The advancement of international understanding, goodwill and peace through humanitarian activity or international significance.

Every Rotary club and District in Zones 24 and 32 is encouraged each year to submit one application for the Donald MacRae Peace Award. The awards will be announced and presented at the Zone Institute in Montreal next fall.

Candidates for the awards will have demonstrated the advancement of international goodwill, understanding and peace through peace-making efforts or humanitarian activity of international significance. The award is open to Rotarians and non-Rotarians, as well as to organizations, but the applicant must have a relationship with the club or District that is acting as nominator.

Complete details, a list of past recipients and application are available on the Zone website. Deadline for applications is June 15, 2018. Email the completed application to:

Zone 24 applications: PDG Joan Hayward; rhayward@sympatico.ca

Zone 32 applications: PDG Marty Helman; martyrotary@gmail.com

The award honors the contributions of Halifax Rotarian Donald MacRae who, at the International Convention in 1918, proposed that Rotary become an agent for the promotion of goodwill and peace among nations. This was the first time that an international vision of Rotary was publically expressed.

Polio Plus



A Visit With The Dalai Lama

It had already been a successful polio immunization trip to India!

PDG Tom Veevers (District 7640) led a group of 18 Rotarians on a polio immunization trip to India in March. In Dharamshala, the capital of Himachal Pradesh and residence of the Dalai Lama in exile, the team was granted permission to meet with His Holiness himself!



"The Dalai Lama had nothing but positive things to say about Rotary," Veevers says. "He spoke to my group for about 25 minutes."

How did the visit come about? Like most things in Rotary (and in life), it happened because someone asked. When Tom first made the request directly to the Dalai Lama's office, it was turned down due to His Holiness' age and the fact that he is cutting back on his schedule. But then local Rotarians weighed in, and this time, the request was granted. "I believe it was a combined effort, using their connections to the Tibetan community, that persuaded the scheduling secretary to grant an exception in allowing my team to meet with the Dalai Lama," Tom says.

Tom is previously a recipient of the Service Above Self award, and he has just been selected to receive the Service Award for a Polio-Free World. Congratulations, Tom! This is also Tom's sixth NID, which have taken him primarily to India and Nigeria, and he says it will be his last. Stay tuned. ...

Recruit a Future Peace Scholar

The deadline for applications to Rotary for future Peace candidates is May 31. Follow these tips to recruit and successfully steer your candidate through the admissions process.

Use your network. Utilize your District's existing connections. Project partners and local organizations may be able to refer candidates from their staff and networks.

Be honest with candidates. Talk with them about their experience and motivations, and be honest about their fit for the program.

Review and refine applications.

Ensure that candidates incorporate information in their essays about their goals and why the Rotary Peace Fellowship is right for them, and in return, what they can add to the Rotary community.

Work as a team.

Appoint a District Rotary Peace Fellowship Chair and committee to recruit, mentor, interview and write endorsements.

Be consistent. Set an interview day or week that is publicized to clubs and candidates. Develop a standard rubric for assessing candidates.

Connect to Rotary. Explain your District's expectations for Fellows' continued engagement with clubs, your District, and Rotary International.



The 2018 graduating Fellows from Duke/UNC gather for a class photo.

Rotary Peace Centers

Trustees to Expand Peace Centers Program

The blue-ribbon panel, of senior Rotarians, chaired by our own past Foundation Trustee Bryn Styles, has been studying the Rotary Peace Centers program for the past 18 months, and the Trustees have voted to approve its recommendations. These are designed to strengthen the Rotary Peace Center program and ensure that Rotary is a thought leader in peace and conflict work into the future. Major initiatives include:

1. Enhanced Master's Degree Program. The Trustees agreed to enhance the master's degree program by 2022 to focus more broadly on peace and international development (as opposed to just peace) and to better align with Rotary's Areas of Focus. It is envisaged that the master's degree Peace Centers will offer Fellows elective courses, certificates, or tracks for specialization that will align with and build on the Areas of Focus. Additionally, the Rotary Peace Centers will develop a standardized workshop series applicable to all masters' degree Centers to better equip the Fellows with the practical skills necessary to enable them to embark upon careers in peacebuilding and development.

2. Possible Funding Partnerships.

To help ensure and enhance long-term relationships with Rotary alumni, the Trustees agreed to investigate the possibility of alumni accessing Foundation funds, through clubs and District partnerships, to help alumni advance Rotary's reputation as a thought leader in peace and development.

3. Expanded Professional Development Certificate Program.

The Trustees had already announced plans to develop four Professional Development Certificate Centers (up from one) by 2030. These Centers will be based in Asia, Middle East/North Africa, Sub-Saharan Africa and the Caribbean-

an/South America. At their most recent meeting, the Trustees recommended that the Middle East/North Africa region be selected as the initial pilot region for certificate program expansion.

4. Scoping Mission. The Trustees approved a scoping mission to the selected pilot region for the new certificate program, anticipated to take place in November of this year. The scoping mission will entail a delegation made up of two Rotarians, a staff member, and the consultant. A key objective of the mission will be to develop the criteria that will go into a Request for Proposal for the new center.

5. Chulalongkorn University Options. The Trustees requested the General Secretary to pursue research to develop additional options for Asia should Chulalongkorn University — where Rotary currently has its sole certificate Peace program — not submit an acceptable proposal to adopt the new certificate program model within the specified timeframe.

—Chris Offer, Peace/Major Gifts Initiative Committee Chair

Plenary Speakers Take the Stage



Conference attendees will hear from a global mix of celebrities and corporate leaders who will speak on human rights and humanitarian topics. Confirmed speakers include (photos top to bottom):

Laura Bush, former First Lady of the United States, and an advocate for literacy, healthcare, and human rights.



Helen Clark, Former prime minister of New Zealand, and former administrator of the United Nations Development Program.



Jane Nelson, director of the Corporate Responsibility Initiative at Harvard's Kennedy School of Government.



Caryl M. Stern, President and CEO of UNICEF USA.



Mel Young, President and founder of the Homeless World Cup Foundation.

International Convention 2018

It's All in Toronto: Peace Summit, Peace Scholars & Partying!

RI president Ian Riseley has made promoting peace a priority this year with six global conferences, which will culminate in Toronto at the pre-convention **Peace-building Summit** Friday and Saturday, June 22-23, chaired by past RI vice president Jennifer Jones.

The event will feature world-class speakers including Honorary Chair Dr. Tererai Trent of Zimbabwe, Princess Zebu Jelani of Pakistan, Mimoza Kusari-Lila (former Deputy Prime Minister of Kosovo), plus alumni of our Peace Centers program and many more. There will be panel discussions, interactive activities and dynamic entertainment centered around creating awareness of peacebuilding initiatives and helping attendees to find ways to take action. Check it out: <https://on.rotary.org/torontopeace>.

Anja Nikolova, a Rotary scholar sponsored by our own District 7980, who graduated from Yale last year with a master's degree in environmental management, will be a plenary speaker during the Convention itself. Nikolova interned at the Carbon Pricing Leadership Coalition — an initiative to accelerate action on climate change — and attended the 2015 United Nations Climate Change Conference in Paris as a member of the Macedonian delegation. Her report from that experience ran in this newsletter at the time.

Our two Zones' Main Event is the (now sold out!) **Beyond Borders Dinner at the Hockey Hall of Fame**, which will take place Sunday evening, June 24.

Meanwhile, a **Party Pronto** for all those Conference attendees who are Young Professionals or young at heart is being organized for Monday evening. Check it out at <https://www.eventbrite.ca/e/rotary-international-young-professionals-networking-party-tickets-45165243459> and contact Drew Kessler, dkessler@mtb.com, for more.



JUNE 25 A ROTARY YOUNG PROFESSIONALS 25-50 AGE EVENT

PARTY PRONTO IN TORONTO

TICKETS \$30 | DOORS OPEN 6PM
THE OFFICE PUB 117 JOHN ST, TORONTO
<https://goo.gl/VF81R7>



ROTARY:
MAKING A
DIFFERENCE

Calendar Of Events

Saturday, June 2 — Presidential Peacebuilding Conference on Basic Education and Literacy, Chicago, IL. www.rotaryliteracy.org/

Friday, June 15 — Deadline for submitting applications for Donald MacRae Peace Awards. See page 7 for details.

June 22-23, 2018 — Rotary Peacebuilding Summit, Toronto. <http://www.riconvention.org/en/toronto/rotary-peacebuilding-summit>

June 23-27, 2018 — RI Convention, Toronto. www.riconvention.org.

Sunday, June 24 — Beyond Borders Dinner, Hockey Hall of Fame, <http://tinyurl.com/beyondborders2018>.
Note: This event is now sold out; no tickets available on line or at the door.

Monday, June 25 — Party Pronto for all Conference attendees who are Young Professionals. Contact Drew Kessler, dkessler@mtb.com.

September 18-22, 2018 — Zone Conference 2018, Montreal.

January 12-19, 2019 — International Assembly, San Diego, California.

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

Sept. 19-21, 2019 — Zone 24-32 Conference, place TBA. **SAVE THE DATE!**

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.

Zone Convention 2018

Montreal: Do What's Different!

Don't miss on the fun and inspiration this year at Zones 24&32's Conference in Montreal, convened by our 2018-20 Rotary International Director, Jeffrey Cadorette. But you won't be part of the fun unless you register! Head on over to the website today, because early discounts end on June 1st. This year's event will prove to be something entirely different than you've experienced. From interactive experiences, world famous speakers, and tons of time for fellowship....it's all new, and all different.

Wondering what's going on? Check out the interactive schedule on our website, where you can personalize your own schedule, find out where you're friends will be, and more. You can even download the app on your phone.

It's new, it's different, and it's for everyone. Montreal 2018.



So Many Choices...
**DO WHAT'S
DIFFERENT.**



Have you always wanted to get that Rotary "Aha!" moment? Need something that speaks to you: I've chosen the right group of people? Well then, Montreal is for you. Come join us ...it's unexpected, totally different, and designed for ALL of us. (Plus, it's gonna be super fun!)

[HTTPS://PORTAL.CLUBRUNNER.CA/50077/SITEPAGE/2018-MONTREAL-CONFERENCE](https://portal.clubrunner.ca/50077/SITEPAGE/2018-MONTREAL-CONFERENCE)

Hurry! Early Bird Specials End June 1st

Honoring Older Members — While Telling Our Story

By Carrie Jones, Public Image Coordinator, Zone 24 East

A lot of times, people think of public image as the jazzy, sexy part of Rotary, dominated by younger people with shiny hair and appealing to only their needs. That's important. Telling stories that appeal to younger professionals is vital to ensuring that Rotary International thrives and continues into the future.

But the stories of our clubs and districts aren't contained to attracting the young. These stories also involve celebrating our older members, their stories, and their legacies. The need to attract younger professionals can coexist with the celebration of our older members' stories.

So, the question becomes: How do we do that?

Many clubs and districts already are.

Enlist Members to Write Your Club's History — For its centennial anniversary, the Bangor, ME club (D-7790) solicited the help of one of its oldest members to create an entire book of the club's history and the amazing things that the club has achieved in its community. That book created tons of opportunities to tell individual stories of Rotarians and the good they have done.

It also inspired some of the younger Rotarians to reboot old projects and to actively learn from its older members' experience in making positive change.

So, start soliciting and gathering the stories of your most storied members. Become reporters about yourselves.

Showcase Your Members on Social Media — You might not think of octogenarians as social media magnets, but those older Rotarians in your community often have legions of family and friends in the same community who want to cheer them on. District 7790's new initiative — spurred by the success of the Bar Harbor Rotary Club — is to showcase every single member of each club with an I AM ROTARY sign.

How does that work?

Each club in the district will post one post on social media (Facebook, Twitter, Instagram) for each member of the club. The



Bar Harbor/MDI Rotary Club

Sallie Boggs knows a thing or two about public speaking; she heads up the local Toastmasters group and is enthusiastic that everyone can improve their public speaking skills. And if you see her out and about, you may even get to meet her standard poodle, Teddy. Who else is in Rotary that you know? Stay tuned every Friday as we show you. **#IAMROTARY**

posts will tag the person (or their relatives) and business to ensure a wider reach. The post will feature a picture and a quick blurb about that person and her/his Rotary story (see example above).

Doing this shows the faces of Rotary to the community and also engages and celebrates the members of the club, young and old.

Highlight Our Difference and Our Actions — Telling the stories of our older members and the good that

they do in the community helps us lead by example. Show the stories of mentoring and friendship that happen in your clubs in their own right. Pitch those intergenerational stories and stories about members' decades of public service to traditional media.

By outwardly valuing the contributions of retired Rotarians, we create community and fellowship that inspires those of us who aren't yet Rotarians. When we see Sallie Boggs, retired professor, lover of all things Toastmaster, out building a playground, we realize that we can do it, too; that Rotary doesn't abandon its own in search of the new. And also, that we don't need to abandon a love of service and fellowship once we're over 80.

The story of Rotary is about people of action changing their community. This story is inspiring for all ages and no ages should be left behind.

If you need help or more examples about how to craft these sorts of stories, email me at carriejonesbooks@gmail.com. My whole role is to help you celebrate your Districts, your clubs and your members so that we can share to the world how amazing Rotary is.