



May 2021

Zone 28 & 32:

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



Valarie Wafer

RI Director
Rotary Club of Collingwood, South
Georgian Bay
valarie.wafer@gmail.com

Drew Kessler

RI Director-Nominee
Rotary Club of North Rockland
(Haverstraw)
dkessler@mtb.com

Brenda Cressey

TRF Trustee 2017-2021
Rotary Club of South Portland-Cape
Elizabeth
Rotarybrenda@gmail.com

Dean Rohrs

TRF Trustee 2019-23
Rotary Club of Langley Central
dean@cbrplus.com

Jennifer Jones

RI President Nominee
Rotary Club of Windsor-Roseland
jennifer.jones@rotary.org

2010 Vocational Training Team Reunited

What to do with a Sunday afternoon while a stay-at-home order is in place? How about set up a virtual reunion with the Vocational Training Team members you spent four weeks with in Sydney, Australia, 11 years ago!

We are familiar with the Group Study Exchange Program (GSE) which brought team members together at the beginning of their career to experience their vocation in another part of the world. Whereas the Vocational Training Team (VTT) model brings together a multi disciplinary team with a focus, in our case it was youth depression and suicide.

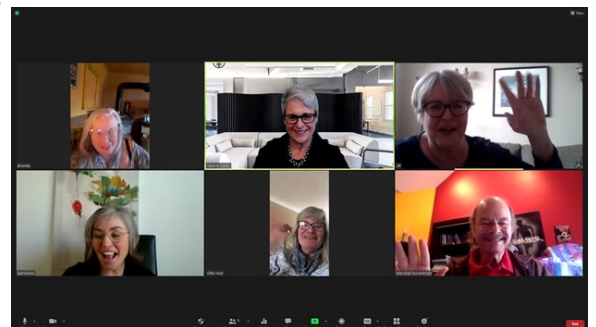
The year was 2010 and this was the first VTT team to be sent to D9750 in the greater Sydney area. This district typically hosted two to three GSE teams a year and were very surprised when our team arrived. Our ages ranged from 46 to 60 and our professions included; crisis worker, social worker, police officer, guidance counsellor and child psychiatrist. We didn't want to be entertained, we wanted to work, and work we did. Spending five days a week in mental health wards, youth drop-in centres, addiction support services, police services and schools. The reciprocal learning was incredible, and I was curious after eleven years to check up on the team and measure the impact of this experience.

How exciting to see everyone and catch up, we did a lot of laughing as we shared memories and caught up on the addition of grandchildren, retirement for some, and how we are coping during COVID. Each one described how this VTT experience helped influence the way they returned to their jobs and how it made them more empathetic. But the overall commonality was that it was life changing! The child psychiatrist, who was 60 at the time of our trip, took a sabbatical in 2017 and went back to Australia to work as a consultant with some of the contacts made on that trip. He then went to Geneva for 3 months to consult with the WHO. The team has collaborated professionally with each other in a cross-pollinating way; education/psychiatry, policing/school liaison officers. One member's mother recently passed after a journey with Alzheimer's, she said this experience made her a better human, enabled her to be a caregiver and now volunteers and mentors' families trying to navigate the system.

One thing is for certain this dynamic and passionate group of leaders each came home and made a difference. They changed the conversation around mental health, became advocates for mental health support, services, and addiction.

We speak about Rotary moments, hoping we have made a mark on this world. This team did and I am so proud of them.

It was a well spent Sunday afternoon.



The Kessler Report—Toastmasters International

A little over a year ago an announcement was made that Rotary International and Toastmasters International entered into a partnership to help members grow professionally and make a difference in their communities. While many of us received this announcement, how many have seen the two organizations connect on a local level? Here lies a tremendous opportunity for both collaboration between the organizations and membership growth as Rotary can be the “service arm” for Toastmasters and Toastmasters can aid in the professional development of Rotarians.

By the numbers Toastmasters membership exceeds 364,000 in more than 16,200 clubs in 145 countries. That is a lot of potential Rotarians that can be brought into our world by converting existing Toastmasters’ clubs to Rotary clubs. As District leaders do you know how many and where there are Toastmasters clubs in your District or Region? Have you reached out to the leadership of their clubs or District?

Recently I was connected to Toastmasters by D7230 Governor Mary Shackleton who is a dual member of Toastmasters and Rotary. She asked if I would participate in Toastmasters District 46 Spring Conference. If the organization operates as this District does, I will say it is an extremely on point organization with dynamic members. Just the type of people we would welcome with open arms into Rotary. Toastmasters has and continues to focus on improving public speaking skills and leadership skills for its members and does not offer any service opportunity locally or internationally. Rotary provides such an amazing conduit for those in Toastmasters who want to give back in their own back yard or abroad.

It is incumbent upon all of us to be ambassadors of Rotary

to existing Toastmasters clubs and members, to share what we do and how we do it. The network we have built to deliver service is second to none and is the envy of the world which has been witnesses time and time again. First, we most know what Toastmasters clubs exist within our reach and then we must engage them. It is no secret that membership is a key priority for North America and this opportunity provides low hanging fruit in which we can follow DG Mary’s lead and find a way to be part of both organizations with a mind towards further collaboration and future growth of both memberships. While dual memberships are not for all members of both organizations, I must think there is a strong number of people who would enjoy the benefits from both organizations.

While Toastmasters is the focus of this article, we must always keep in mind there are existing clubs/groups within all of our communities that we can be the “service arm” for. From local PTA groups to fitness communities, to Chambers of Commerce, organized groups already exist where we can bring forward the opportunity to serve by forming partnerships or using the already formed group to become the newest Rotary club. As we say often, we do not need to reinvent the wheel, rather we can work with what is right in front of us and Grow Rotary.



Valarie has stressed the team approach in our Zones 28 & 32. As newsletter editor, I know what she means. There really should be someone to be my assistant/backup/replacement. I'm the only one who receives articles and news events, and then I figure out how it goes into the newsletter. We are looking at some kind of online version, where several people could work on each newsletter during the same month.

While the online version has not been decided yet, there are various ways that the assembly of the newsletter can be accomplished by more than one person. Are you interested? So far I have two people, but could use more

I'm trying to set up the new version by July so that we can start a new Rotary year with a new newsletter. Send me a [message](#) if you have that interest.



Calendar of Events

April 17-June 10—Great Lakes Watershed Cleanup



Registration is open

September 23, 2021—Virtual GETS Graduation

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

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

May 27-31, 2023 — RI Convention, Melbourne, Australia

June 8-12, 2024 — RI Convention, Singapore

June 21-25, 2025 — RI Convention, Calgary

Zone 28 & 32

Zone Newsletter Editor

Ariane Carriere

ariane.carriere@rotary7040.com

Website Administrator

Bruce Goldsen

bruce@goldsen.com

Zone Directory Editor

B.J. Metz

bjmetz@logical.ms

Find the answers

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

Website:

www.rotaryzones28-32.org

Facebook:

[Rotary Zones 28 and 32](#)



Are You Ready for a Rotarian Call to Action?

What if that Call got you a ticket to the Best Party Ever?!?

Most of you know this, but maybe you are new to Rotary and not really familiar with the Rotary Foundation (TRF). TRF helps Rotarians (like us!) do great projects all over the world with millions of \$\$ in grants every year. We keep TRF going with our donations to the Annual Fund and to PolioPlus, money that comes back to our grant program. What most DON'T know is that in the last year our requests for grants are more than doubled, but our donations are in many districts lower due to the pandemic.

Do You Plan to Donate to TRF this Year?

We can't do these projects *without* donating to the Annual Fund! We hope that you can find it in your heart and budget to donate to the TRF Annual Fund *every* year, no matter what level. Our goal is "EREY" (Every Rotarian Every Year)! If you can comfortably do it, try for the "Sustaining Member" level. That is a minimum of \$100 USD each year (or \$8.33 per month - which is \$10.58 CDN - which is roughly 2.5 lattes!)

If you plan to donate as a Sustaining Member this year, then...

Join the Party!

Make your \$100 donation your ticket to the fundraising Gala event "Celebrating our Foundation!" Around 70,000 Rotarians invited from Alaska, all across Canada & northern USA!! Check out a 2.5-minute intro video at: <https://vimeo.com/513498000>

Get ALL the details & registration at: bit.ly/TRF-Gala

A few details:

- 8:00-9:00 pm EDT (5:00-6:00pm PT) Wednesday 12 May
- Minimum \$100 donation is your ticket.

YOU get the PHF points & tax receipt!

Rotary Celebrities including...

R.I. Director Valarie Wafer

T.R.F. Trustee Dean Rohrs

Future R.I. President Jennifer Jones

P.R.I. Director Jeffry Cadorette

P.R.I. President Barry Rassin

PolioPlus Chair Mike McGovern

Other Stars including...

World Champion Flair bartender Tom Dyer

Pop/Rock singer Barney Bentall

Rock & Roll Hall of Fame Guitarist Alex Lifeson (RUSH)

AND MORE!!!!

SPARKING CHANGE—SHIFTING THE DEI LANDSCAPE IN ROTARY



Time to act is now!

**Are you doing
Diversity, Equity and
Inclusion (DEI) work
in your District?**

Tell us about it!

**Reach out to Lori Anne
Jones - Zone 28 DEI
Resource Chair and
share your story.
latjones@outlook.com**

Gentlemen, Time to Speak Up!

By PDG Doug Logan, Zone 28 Rotary Coordinator 2021-2024

A few weeks ago, and within the space of 24 hours, I learned of two instances where male senior Rotary leaders harassed and humiliated other Rotarians – both women. While I've added these incidents to my list of eye-popping rotary stories, I feel its time for me to do more. So, with this small set of words, I'd like to start a conversation focused on what we men in Rotary are going to do about such offensive and inappropriate behaviour.

These things don't happen with me or other men except rarely. No Rotarian has ever questioned my competence, intelligence or qualifications. Not privately and certainly not publicly. While I've certainly been attacked, it has always been because someone disagreed with my opinions or actions, not my personal attributes. I've never once been left feeling humiliated or demeaned. Angered? Yes. Misunderstood? Yes. But it has always been because of the position I was taking, not my value as a person.

Men challenge other men on issues. And women on character.

A response to overt and obvious sexism and misogyny is one thing. We also need to better respond to the many subtle ways in which we devalue women: interrupting, ignoring, assessing 'readiness', inappropriate humour, denying advancement.

And here is another hard truth we need to consider: It isn't just the offender we must challenge. Equally responsible are those who see what is happening but stand by and say nothing.

What can we do? It's simple really, though I acknowledge simple doesn't always mean easy. We have a powerful tool available to us we should be better at using to help guide our behaviour in The Four Way Test. Our best response to sexism and misogyny is one based on asking 'offenders' to apply the Test to their words and actions.

Next best is to remind people of RI President Holger Knaack's recent statement: "Rotary's leadership is united in stating that Rotary does not tolerate speech or behaviour that promotes bias, discrimination, prejudice, or hatred because of age, ethnicity, race, colour, abilities, religion, socioeconomic status, culture, sex, sexual orientation, or gender identity."

Gentlemen, it really is time to **speak up!**

Rotary International

Club and District Support

Sophie Dangerfield, Officer
So-
phie.Dangerfield@rotary.org
847-424-5220

Sarah Steacy
Associate Officer
Sarah.Steacy@rotary.org
847-866-3036

Support for Districts 7390, 7410, 7430, 7450

John Hannes, Senior Officer
John.hannes@rotary.org
847-866-3275
Andrez Perez, Associate
Officer
Andrez.perez@rotary.org
847-424-5368

Rotary Support Center

rotarySupportCenter
@rotary.org
866-976-8279 or 866-
9ROTARY
www.rotary.org
One Rotary Center
1560 Sherman Avenue
Evanston, IL 60201
847-866-3021

Innovative Club Advocates Zone 28

Tracey Vavrek
vavrek6@gmail.com
Reid Eyre
Reideyre@me.com

Zone 32

Marty Helman
martyrotary@gmail.com
Cecily Smith
rotary7230pr@gmail.com

What does YOUR Rotary look like?

By Cecily Smith, Innovative Club Advocate, Rotary Metro NYC

A frequent question we hear from Rotary Clubs is “How do we engage our members?”

There are lots of ways to answer this question! There is NO ‘ONE RIGHT WAY’ for a Rotary Club to operate. **We are united in our desire to serve and create lasting change - but how we want that expressed in our Rotary experience can vary.** People have different passions, are drawn to different causes, have differing scheduling and financial availability.

So instead of answers, we have more questions for you:

Did you know that Rotary has NO ATTENDANCE REQUIREMENTS?

Your club can decide how to prioritize engagement vs attendance. It’s helpful to track attendance, so you know when to check in on members not seen in a while, but are you allowing flexibility for members to engage as they are able? How do you encourage meaning and service in your club?

Did you know that RI only mandates clubs meet twice a month?

Your club can have MORE than two meetings of course! Meetings can be the “traditional” meal with a speaker, a zoom meeting, hands-on service, a social or cultural outing, joint meetings with other clubs, or having an “away” meeting where you ALL go visit different clubs. Almost anything can be a Rotary meeting! Do your club meetings have variety? Have you tried mixing it up from the typical weekly meeting?

What do your newer members think about your Rotary club?

Sometimes a fresh outlook brings new ideas. Do your newer members have the opportunity to share ideas and create new projects? Be an active part of club service? Does your club look for ways to make Rotary accessible for younger adults?

Does your club membership reflect your community?

Rotary is an inclusive organization. ALL ARE WELCOME. How does your club publicly show the community you are inclusive? Do you actively pursue diversity in membership, speakers, and projects? We can serve our community better when we our clubs are diverse and welcoming.

Did you know it’s ok if you want to create a new Rotary experience?

People may find that over time, their Rotary club doesn’t meet their needs. Timing, financial commitment, club culture, resistance to change...whatever the reason may be, if you are not happy with your Rotary experience, you have options! Creating a satellite club or (with alternative meetings, culture, and dues), transferring to a different club, or even chartering a NEW Rotary club that fills a need for you and your community - this is ALL OK.

Did you know the Innovative Club Advocate team is here to help?

MyRotary.org’s Membership page has many great tools to help your club evaluate, frame discussions, and help answer these questions. But [our team is also here to talk to your District and Club](#) about ways to be flexible and innovative in our Rotary experience. More than ever, through the pandemic and beyond, we’re called to service as Rotarians and Rotaractors. So, let’s work together to create your Rotary!



We share core values in Rotary.

- As a club, you decide how you want to put these values into action.
- Rotary has NO attendance requirements!
- Clubs only need to have 2 meetings/month.
- Meetings can be service, fellowship, meals & more.

What does YOUR Rotary look like?

Rotary Coordinators and Membership Services

Rotary Coordinator Team Zone 28

Bill Robson, Rotary Coordinator
billrobson5050@gmail.com

Assistant Rotary Coordinators Zone 28

Lise Dutrisac
liseDG20152016@gmail.com
Doug Logan
dlogan@bell.net
Susan Davidson
susanmdavidson77@gmail.com
Laura Morie
laura.morie@gmail.com
Margaret Walton
mw Walton7010dg16.17@gmail.com
Louisa Horne
rotarylouisa@gmail.com
Kevin Crosby
kevinc@fullcirclestudios.com
Phoenix MacLaren
phoenixmaclaren@gmail.com
Bala Naidoo
bala.naidoo@ig.ca
Paul Sincock
sincock@hotmail.com
Dan Doherty
dohertyd@telus.net

Rotary Coordinator Team Zone 32

Melissa Ward, Rotary Coordinator
melissa@rotary7190.org

Assistant Rotary Coordinators Zone 32

William Donnelly
billdonnellyrotary@gmail.com
Herbert Klotz
Herbk.rotary@gmail.com
Cecily Smith
rotary7230pr@gmail.com
Kate Sims
klsims59@gmail.com
Karin Gaffney
karinmgaffney@gmail.com
Scott MacDonell
smacdnone@rochester.rr.com

Rotary Support Staff

Sarah Diller, Membership Coordinator
MembershipDevelopment@rotary.org
Brienne Haxton, Manager,
Membership Services
brianne.haxton@rotary.org
Diana Edwards, Regional Membership Officer
diana.edwards@rotary.org

Developing the Next Generation

By Bill Robson, Rotary Coordinator Zone 28

Fifteen reasons why a young person should join Rotary:

- The Opportunity to Serve
- Business Development.
- Personal Growth & Development
- Leadership Development
- Friendship
- Fun.
- Public Speaking Skills
- Cultural Awareness
- The Development of Ethics
- The Development of Social Skills.
- Vocational Skills
- Continuing Education
- Family Programs
- Assistance when traveling
- Presence in the community

Our logo is a wheel with 6 spokes and 24 cogs. However, without a keyway the cogs remain motionless. Participation is the key, so it is not just about joining Rotary, but rather participating in Rotary.

Rotarians need to encourage a SENSE OF BELONGING by supporting youth in clubs. Young people should have the feeling of belonging to the club not just being a "token".

Rotary's programs are developing the next generation of leaders, providing funding to make the world a better place, and making peace a priority.

MAY DESIGNATION IS



TAKE ACTION: Engage Rotary, Change Lives

Rotaract Canada Leadership

Rotaract Canada MDIO
General Inquiries:

info@rotaractcanada.org

Reid William Eyre,
General Secretary

reideyre@rotaractcanada.org

Gus Lopes,
Deputy General Secretary
guslopes@rotaractcanada.org

Kaitlynn Almeida,
Under General Secretary
kaitlynnalmeida@rotaractcanada.org

Rotaract Canada
Volunteer Opportunities
getinvolved@rotaractcanada.org

Rotaract Canada
Membership
Opportunities
join@rotaractcanada.org

Putting diversity in the spotlight

By Rotaract Canada Secretary of Internal Operations Yvone Joubert, MacEwan Rotaract Club, District 5370

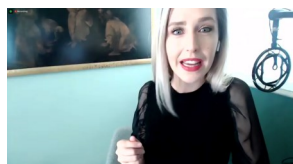
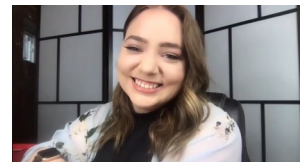
None of us could have imagined that more than twelve months later, we would still be navigating through a global pandemic; needing to adapt and change the way that we are connecting, both with our members within Rotary, and with the communities that we serve.

We often dwell on the moments that this pandemic has taken from us and prevented us from experiencing, and we find ourselves planning for what we will do once the pandemic is over. Planning for when things will be *easier*. But why are we waiting? We need to change the narrative *today*. We need to recognize the strength and opportunities that this new normal has created for us and continue to adapt in the ways that we are connecting with one another.

That is what Rotaract Canada in partnership with Rotaract leaders across Canada decided to do. They changed the narrative and viewed these circumstances as an opportunity; an opportunity to recognize and bring together the diverse passions and skills from Rotaractors across Canada to connect, collaborate and inspire from coast to coast.

Each day our organization becomes more and more diverse; we welcome new members into our organization, and each brings a new perspective with them. Recently, Rotaract Canada explored these perspectives with their first conference, the first-ever nationwide virtual conference for Rotaractors.

FORWARD: The Rotaract Canada Symposium focused on highlighting the strength in the diversity and differences between people. Through thought-provoking sessions highlighting topics from accessibility and implicit bias to anti-black racism and Rotary's DEI task force, the event focused on being authentically *you*, both in and outside of Rotaract and Rotary. The program for the weekend, and the team that came together to create it, showed us the power of the work we have done in diversity, equity, and inclusion, but also served as a reminder of the importance of continuing to advocate for progress so we, as individuals, clubs, districts, and a global organization, can continue to do even better.



The Rotaract Canada Symposium was a weekend dedicated to cultivating leaders; preparing them with the right tools and inspiring them with the right people to navigate the differences between people and help them in their journey of leadership. As speaker and Rotarian Brittany Arthur shared with us: "Leadership is not negating the differences between people but navigating them."

The Rotaract Canada Symposium was a true testament to how Rotaractors across Canada believe in one another; in the value of our diverse experiences, in the impact of fellowship, and in the immense and infinite power of storytelling.

More information on FORWARD: The Rotaract Canada Symposium can be found at rotaractcanada.org/conference.



**Rotary Foundation
Coordinators and
Support Staff**

**Regional Rotary Foundation
Coordinator Zone 28**

Chris Etienne, Regional Rotary
Foundation Coordinator (RRFC)
cetienne@bayharbor.com

Assistants

Bob Palmateer
robpal@calendonlaw.com
Yves Fecteau
yves.fecteau@rotary-7790.org
Elva Heyge
elva.heyge@ns.sympatico.ca
Sherry Chamberlain
sherry@adobie.com
Teresa Brandell
Teresa.m.brandell@gmail.com
Ingrid Neitsch
Ingrid.neitsch@gmail.com
Brad Gamble
bradjgamble@gmail.com

**Regional Rotary Foundation
Coordinator Team Zone 32**

Russ DeFuria, RRFC
DG0708@ocomfort.com

Assistants

Eileen Rau
ebrau@comcast.net
Rick Benson
DGRick7980@gmail.com
Joe Lauren
jlauren@yahoo.com
Doug Larison
drlarison@gmail.com
Venu Rao
venu_s_rao@yahoo.com
Bonnie Korengel
bkorengel@ukacpa.com

Rotary Support Staff

Elizabeth Davis,
Annual Giving Officer
Zone 28 East & Zone 32
Elizabeth.Davis@rotary.org
Edina Mehovic, Annual Giving Officer
Zone 28 West
edina.mehovic@rotary.org

The District 7890 VTT: Giving the Gift of Literacy

By Eileen Rau, ARRFC Zone 32

Rotary district 7890 (Northern Connecticut and Western Massachusetts) was extremely interested in working on a Vocational Training Team (VTT) exchange in a developing country. Our VTT chair PDG Michael Barnett had been searching for a club or district for a literacy/training exchange but failed to find a Rotary club interested in the project. But the chance of a lifetime arose when Michael and his wife had planned to travel back to Cape Town, SA to visit family. While there, he met Rotarians who knew the District 9350 VTT chair. District 9350 consists of Angola, Namibia, and the western half of South Africa. As a result of these meetings, our VTT was launched.

This initiative consisted of a two-way exchange to share and improve the teaching skills of teachers involved in developing the learning abilities of preschool children aged 3 to 6. Research demonstrated the importance of early development in preschool children and the significant impact it has on long term opportunities and successes. This is particularly relevant in developing countries such as SA where the rate of unemployment is extremely high, and poverty is rampant. Over 50% of the population is below the poverty line as measured by SA standards.

Our VTT literacy project was supported by a Global Grant. The grant sponsored two teams of teachers: the SA team which traveled to America for training and the American team which traveled to SA in order to give the American teachers the opportunity to train their SA counterparts as well as learn more about teaching practices in challenging environments. The goal was to strengthen Cape Town's ability to provide a teaching foundation of basic education and literacy for all.



The 2 teams included 5 educators each. The American teachers spent 3 weeks in Cape Town. Preschool classes are large and consist of 30 students. The American teachers guided the SA teachers; helping them set up hands on table projects for the children, STEM projects like water tables, read alouds, talk backs and parachute play. They also helped set up the classrooms with book areas, bright charts, and colorful worktables to make comfortable spaces for the children to learn.



The 7890 team visited other schools as well and did home student visits with the local teachers hoping that they would get more parent involvement as happens in US preschools. The SA team traveled to the Hartford, CT area for a 4 week stay. They visited 11 schools including public and private preschools observing techniques and talking to US teachers.

Some things the SA teachers learned and have implemented in SA included: assessing children. Those children showing developmental delays would receive home visits by a teacher encouraging parents to become more involved by reinforcing school lessons.

Both teams presented at Rotary Clubs in their respective countries. The SA schools are sorely underfund-



ed. Teachers often fundraise to pay for their supplies. American Rotary clubs conducted fund raisers to help supply the schools. The teachers on both sides are still in touch as are the Rotarians who housed the teams.

Through TRF and our Global Grant Vocational Training Team project we were able to change and affect many lives:

- o The SA teachers learned new teaching skill sets and implemented ways to increase their students' capacity to learn,
- o The American teachers helped their colleagues from across the ocean to be better teachers while making lifelong friends, and
- o Rotarians on both sides had the opportunity to make a difference by giving the gift of literacy.

However, the greatest overall impact was giving the children the gift of a better life.

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



Call for Nominations for Donald MacRae Peace Award

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

Every year, a Rotarian or Rotary organization is celebrated in each of our Zones for outstanding achievement consistent with the ideals expressed in the Fourth Object of Rotary: “The advancement of international understanding, goodwill and peace through humanitarian activity of international significance. “

Each Rotary Club and District in Zones 28 and 32 is encouraged every year to nominate a candidate for the ***Donald MacRae Peace Award***. Is this the year for you to honor one of your Rotarians?

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, but the applicant must have a relationship with the Club or District that is nominating him/her.

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 publicly expressed.

Who has won the Donald MacRae Peace Award in the past? The list reads like a who’s who of our two Zones’ most active internationalists. The last two years winners include:

Dr. Benjamin Doz, Rotary Club of Edmonton West, District 5370 – ophthalmologist who has led service teams that provide eye care in Guatemala annually since 1998 - 2019 Zone 28 selectee.

Emily Gould, Rotary Club of Lebanon, NH, District 7850 – co-director of African Peace Partners, founding member of Mediators Beyond Borders - 2019 Zone 32 selectee.

Nabil Oudeh, Rotary Club of Ottawa, District 7040 - president and founder of Conflict Resolution International - 2020 Zone 28 selectee.

Lonnie Hackett, nominated by the Rotary Club of Brunswick, Maine, District 7780 – Global Grant Scholar, president and founder of Healthy Learners, Zambia - 2020 Zone 32 selectee.

Applications

Available on the Zone Website <https://portal.clubrunner.ca/50077/sitepage/donald-macrae-award>

For the complete list of past recipients, go to the Zone website. While you are there, check out this year’s application. Doing the work to be eligible for the award is exceptional but filling out the application is easy! Deadline for receipt of applications is May 28, 2021, and they should be emailed to:

Zone 28 Applications: send to PDG Dan Doherty, dohertyd@telus.net

Zone 32 Applications: send to PDG Helen Reisler, Helenbreisler@aol.com

Rotary Public Image Coordinators

Rotary Public Image Coordinator Team

Zone 28 West

Michelle O'Brien, RPIC
mobrien@kpunet.net
Rosie Roppel, ARPIC
rosie.roppel@gmail.com
Marjolein Lloyd, ARPIC
Marjolein.lloyd@icloud.com

Rotary Public Image Coordinator Team

Zone 28 East

Michael Caruso RPIC
michaelcaruso6380@gmail.com
Gustavo Lopes
GustavoSepol@me.com
Jim Cupper
Jim.cupper@gmail.com
Brad Hollett
BradHollett@yahoo.com
Kelly Hunt
RotaryKellyHunt@gmail.com
Melina Marzaro
MarzaroMelina@gmail.com
MaryLou Harrison
RotarianMaryLou@gmail.com
Devankar Mukhi
DevankarMukhi@gmail.com
Rachel Clarke
Rachel.M.Clarke@outlook.com
Kristina Ennis
Kristina.Ennis@gmail.com
Martine Babineau
MartineSBabineau@gmail.com

Rotary Public Image Coordinator Team

Zone 32

Nikki Mederos, RPIC
NikkiMederos7490@gmail.com
Laura Spear, ARPIC
laura@spear.net
Amy Luckiewicz, ARPIC
amy_lynn37@yahoo.com
Jennifer Aitken, ARPIC
jaitken272@gmail.com

“Community” is good for Rotary!

By Z28E RPIC, Michael Angelo Caruso

Community is good for business—and Rotary. Smart businesses are leveraging non-veau relationships by positioning personalities as friends. Take exercise-as-entertainment, for example.

Cody Rigsby is a shining star for Peleton. He's a YouTube hero, a TikTok celebrity and an inspiration for a legion of online fans. People like having a para-social workout buddy who chats seamlessly (and non-stop) about everything from cadence to Britney Spears. It's a win-win even when these quasi-celebs lay claim to social and moral authority, as long as the energy's good.

We can draw inspiration from many community-based brands out there. Nextdoor is a popular app for neighbors to stay connected. CafeMom caters to mothers. The content aggregator, Reddit, has all kinds of interesting discussion communities.

Rotary can improve its public image by marketing itself as a community. Of course, clubs are the quintessential community format. Club committees are another form of community within the club. But there are many other ways to leverage the appeal of service and build your Rotary Club brand at the same time.

It's possible, for instance, that your club President is a “Cody Rigsby,” but if not, someone else in the club can serve in that role. High-performing clubs celebrate multiple leaders at the same time because they know that having several spokespeople in the community will help attract members and also arrange leadership succession within the club.

Large events are another great way to create community. Many clubs establish annual events attended by hundreds of people who become members of the extended Rotary family—and by proxy, potential Rotarians. Have your club join the local Chamber of Commerce so your employed Rotarians can create a Venn Diagram with service and their vocations.

There are dozens of Rotary Fellowships that allow relationships to extend beyond club membership. Check out <https://www.rotary.org/en/our-programs/more-fellowships> and make contact with Rotarians who like to ski, motorcycle, play chess, hunt, do gourmet cooking or enjoy yoga.

There are innovative ways to create community for your Rotary club online, too, such as:

- Private Facebook Messenger groups
- The Meetup app
- Group emails to people who enjoy the same speaker topics or events
- What's App groups
- YouTube channels
- Facebook groups and pages (the Zone FB group is at <https://www.facebook.com/groups/rotaryzones28and32>)

Remember, that there are tiny communities, as well. It's easy enough to have two veteran members meet a new Rotarian at a café for coffee. And you can have a blast by having two active Rotarians do a 3-way phone call to check on a Rotarian you haven't seen for a while.

Yes, community can mean business—for Rotary. And it's just the right thing to do. In any case, community can start with you.

Endowment / Major Gift

Advisor Team

John Stairs, Zone 28
john.stairs@bell.net
Marilyn Bedell, Zone 32
m.k.bedell@comcast.net

Rotary Support Staff

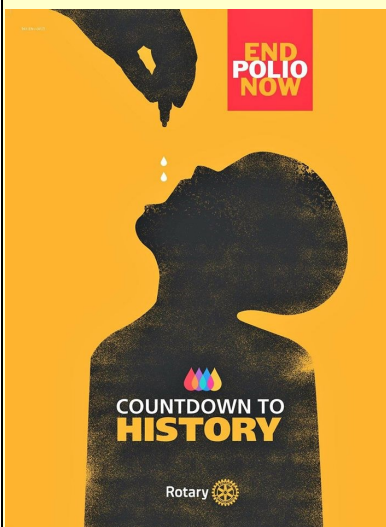
Carolyn Ferguson,
Zone 24 Major Gifts Officer
carolyn.ferguson@rotary.org
Amanda Lawson,
Zone 32 Major Gifts Officer
Amanda.Lawson@rotary.org
Kevin Kelly,
Major Gifts Officer,
portions of Zone 24 and 32
kevin.kelly@rotary.org

End Polio Now Coordinator Team

Linda Robertson, Zone 28 West
lrrotary@gmail.com
Neil McBeth 28 Central
nrmcbeth@gmail.com
Stella Roy, Zone 28 East
roystellaj@gmail.com
John Kramb, Zone 32
pdgjohn2015@gmail.com

Rotary Support Staff

Clare Monroe,
Senior Coordinator PolioPlus
clare.monroe@rotary.org



Thoughts on Polio from Zone 28 Central

By Neil McBeth, End Polio Now Coordinator Zone 28 Central

Bill & Melinda Gates Foundation (BMGF) - You often hear complaints about our not getting credit for the job we do in polio eradication, sometimes blaming the media, sometimes our partners, and even ourselves. That's why I want to share this photo with you from the BMGF website (click on the link below). The caption type may be too small to read, but it says, "Children crossing the border from Pakistan to Afghanistan receive oral polio vaccine through a program implemented by Rotary International". Thank you, Bill and Melinda, for the shoutout!! As a matter of fact, their website has a lot of great detailed information about our battle against polio. If you have a few minutes, you can peruse it by going [here](#).

Polio at the hub of the Areas of Focus



POLIO GLOBAL
ERADICATION
INITIATIVE

**EVERY
LAST
CHILD**

Help Rotary Reach Children with the Polio Vaccine

Rotary is committed to raising \$50 million per year to end polio, with every dollar matched with two additional dollars from the Bill & Melinda Gates Foundation. Help Rotary raise \$50 million this year to support global polio eradication efforts.

With every contribution tripled, your donation goes even further toward reaching children in every part of the world with the polio vaccine and other essential health services. If your District has not yet committed 20% of your DDF please consider doing so or commit as much as you can. It gets matched first by the World Fund and then by the Gates Foundation.

Polio Plus Society

Polio Plus Societies are an easy way to kick start your district's yearly polio drive. These societies members are tracked by your District and members signup with a commitment of giving a minimum of \$100 US each year to Polio until eradication of Polio has taken place. Districts have the option of creating their own pins for members or using existing pins created by other Districts. Some examples are shown.



In Zone 28 Central at least four of the 5 Districts have initiated plans to start their own societies and District 6400 which ended their Charter Members rollout on April 15th have over 100 charter members which translates into over \$10,000 to start next year's Polio fundraising drive. In some Districts who created these societies a few years ago, they have well over 600 members and start each year with over \$60,000 dollars. If you need information or help starting your society contact the Zone End Polio Now Coordinator for your area.

Power Point Presentation for your Clubs from Robert Hall (Vice Chair Rotary International End Polio Now Committee)



Sadly, two female volunteers and a nurse working door to door to vaccinate children against polio were shot dead by gunmen in two separate incidents in the **Afghan city of Jalalabad** on Tuesday March 30, 2021.

Afghanistan, in cooperation with UNICEF, started a five-day anti-polio campaign aimed at vaccinating 9.6 million children in 32 of the country's 34 provinces, on Monday. So far this year there have only been 2 cases of polio – one each in Afghanistan and Pakistan.

Thank you to all the Health Care Workers who continue to work tirelessly to see Polio eradicated. Thank you for all you continue to do. Please keep well and safe.

**Those of you who have had your Covid 19 Vaccine -
Consider giving \$20 to Polio - Take a Shot, Give a Shot.**