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**November 2017**

### ***Hartford and Seattle — and so much more***

October has been a very busy month for us all. So many of you were involved with the Zone 24/32 Institute held in Hartford. It was a great event with so many moments that made us celebrate our friendships and humanitarian service and other moments that made us reflect on the needs that need our service and commitment.

I want to once again thank the 2017 Hartford Zone Institute Committee lead by General Chair Eileen Rau and her team. They did a truly brilliant job. My thanks also to the Pre-Institute Chair Alan Hurst and his team who have prepared our Governor and District Leadership teams for the year ahead.

PDG Drew Kessler shared time with a group of young Rotarians as they discussed what Rotary should look like to make it relevant to the younger generations. President Ian Riseley and General Secretary John Hewko also spent time with this group of innovators and now really understand just how critical the changes are that are needed.

Thank you to all who joined us in Hartford. Perhaps this will be the last Institute presented in the format we have become familiar with. It is becoming more and more obvious that as the event for connecting and informing the Past Leadership of the Zones, the existing Institute format is not succeeding. So few of the PDGs attend — and understandably so, citing costs and time as factors. Now that training and education and updates are so freely available via other means than face to face meetings, it is time for us to re-consider the Zone Institute concept — and this is exactly what Director-elect Jeffry and his team are doing for next year's gathering in Montreal.

October the 24th was World Polio Day! The Livestream event was hosted by the Bill and Melinda Gates Foundation in Seattle. I was greatly honoured to have a few moments during the broadcast to speak about Rotary. It was a great experience to share the stage with all those professionals. And, a record amount of money was raised for Polio Eradication. Thank you to all that tuned in and donated.

It's hard to believe that we are nearing the end of 2017.! Happy Thanksgiving to all our American friends and I wish you all a great November as you celebrate The Rotary Foundation.

*Dean*

## Toronto: 1-2-3!

### Three Important Reasons to Register for the 2018 Rotary International Convention in Toronto...NOW!

The registration fee for Rotarians is only \$345 US if you register by **December 15, 2017**. After this date, the registration fee for Rotarians increases to \$420. So, **you can save \$75** if you register by December 15. **Register for the convention [here](#).**

Hotel rooms near the convention are going fast! Several are already sold out. You may be competing with as many as 40-50,000 other Rotarians for lodging. Don't assume you'll be able to find a hotel room near the RI Convention if you procrastinate. **Check out your hotel options and book your room as soon as possible [here](#).**

For Rotarians in Zones 24 & 32, the RI Convention won't be any closer than Toronto (at least not for the next five years). This is a great opportunity to experience a spectacular Rotary event in a spectacular city. (And it's only two hours away from the spectacular Niagara Falls!)

If you've been to an RI Convention, you already know it's a thrilling experience. If you haven't been to an RI Convention, don't miss this opportunity. You'll be among tens of thousands of Rotarians from around the world. You'll hear amazing speakers, attend a wide array of workshops, spend hours touring the exhibits in the biggest House of Friendship you've ever seen, and enjoy world-class entertainment.

And, don't forget about the **Beyond Borders Dinner**! Last year's dinner in Atlanta sold out well in advance of the event. The cost is only \$80 CDN per person if you register before April 1, 2018. What a deal! (especially for US Rotarians) The event is at the Hockey Hall of Fame in downtown Toronto. Don't be left out. **Register for the Beyond Borders Dinner [here](#).**

#### IMPORTANT LINKS:

[Registration](#)

[Hotels](#)

[Beyond Borders Dinner](#)

[Tourism Toronto](#)

Please share this information with the clubs in your district.

—Kevin Crosby, Toronto Zone Coordinator

## Jeffry's Journey

### The Pace Picks Up

As this journey continues toward July 1, 2018, and a seat on the Board of Directors, the pace is definitely picking up. Each of the incoming Board members is participating in three Board Orientation webinars. Our orientation will continue in January at the International Assembly (IA), and we will begin "back benching" the current Board at their January meeting. Oh my. This journey continues to be such a privilege.

In October, President-elect Barry invited me to keynote the 2<sup>nd</sup> General Session at the IA in January. President-elect Barry gave me a topic and his expectations and ended by saying, "no pressure". Yikes! I'm honored by the invitation and will do my best to well represent Zones 24 & 32.

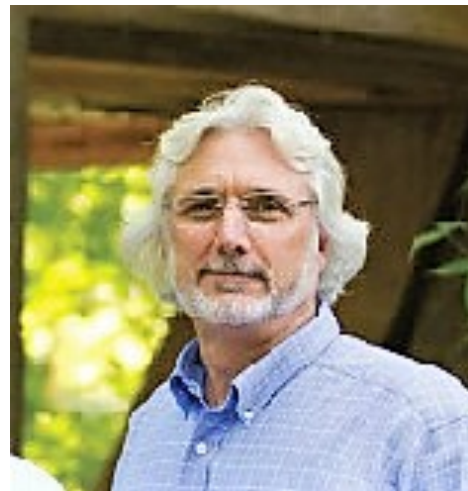
In June, the Board approved a new Vision Statement, **"We see a world where people unite and take action to create lasting change across the globe, in our communities, and in ourselves."** From that Vision Statement, a new Strategic Plan will be developed for our organization. Working groups have been formed and we are now developing recommendations to the Strategic Planning Committee regarding the new Plan. It's challenging work, and yet exciting, as we continue to try and position Rotary to be relevant going forward.

By the time you read this, many of us will have reconnected at our Institute in Hartford. The planning team will have kicked off the promotion for next year's event in Montreal. With the urging of Vice President Dean and the blessing of President-elect Barry, we are changing things up in Montreal. We will be convening the 2018 Zone Conference. This event, People Coming Together, will be opened up to *all* Rotarians. We encourage you now to begin thinking about those in your districts (Club Presidents, Past Presidents, Assistant Governors, District Committee Chairs, emerging leaders, everyone!) who would benefit from the engagement with veteran and knowledgeable past governors and programs tailored to all of them.

Many of you have inquired about the 2019 Zone Conference relative to locations and dates. Those dates cannot be selected/confirmed until after December 1, 2017. We will again use event planners Helms Briscoe to assist us in targeting venues that can accommodate the dates we are given. We suspect we will reveal both the dates and the location early in 2018.

As you read this, Thanksgiving will have occurred in Canada and the American Thanksgiving holiday will be upon us. We each have much to be thankful for personally and as it relates to our involvement with Rotary. This writer is no different and as it relates to our organization, I'm filled with gratitude for the opportunity to serve with each of you. As we approach the halfway mark in our Rotary year, continue to do what you do. George Eliot says, "It's never too late to be what you might have been." Realize your maximum potential. Don't finish this Rotary year wondering where you could have been. Finish it where you want to be. We appreciate you.

—Jeffry Cadorette, Zone 24-32 Director-elect  
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## Membership Matters

### What Do Women Want, Anyway?

By David C. Forward, District 7500 Governor 2015-16 and 2016-17

Membership growth and retention was Priority One during my first year as governor. Districts on either side of us had been given the warning by RI that they were perilously close to falling below the magic 1,100-member mark—which called for them to be redistricted. Meanwhile, we had seen membership decline in recent years, so it didn't take a clairvoyant to read the tea leaves!

We started by changing the *structure* of our membership team. It's a well-known leadership principle that nobody can effectively manage more than about five people. No wonder a District chair cannot communicate effectively with 40 club presidents!

So I appointed District Chair Brian Flynn, and his primary duty was to communicate with, motivate, train, and hold accountable the County Chair for each of our three counties in our District. We then appointed Membership Area Reps, (MARs), formed for the same grouping of clubs as our AGs. Unlike the AGs, who had to work with the club president to communicate all the DG's agenda items, from Foundation giving to putting goals into Club Central, to drumming up attendance at District events and the conference, the MARs had a single mission: to take the message, training, and motivation they received from their County Chair down to the club membership chairs of their four to six clubs.

But what about women members?

During my official visits, I spent considerable time discussing their track record of bringing in—and retaining—women members. I said they needed to do a “check-up from the neck up” and be honest about their club atmosphere. If they had no women members, why? If a woman did visit their club, was she warmly welcomed, or did the members mostly ignore her? Worse, were inappropriate jokes or sexist comments made that might make a woman (or any other person) uncomfortable?

Were the club's meeting times or attendance rules more difficult for women members to belong than for men? If it was a morning club, would they assure a prospective member that it was



Medford Sunrise's first women president Linda Mackey installing a new member Marie Goodwin.

perfectly acceptable to arrive 10 minutes late because of her child's school bus schedule? If they had an evening meeting, would the club enthusiastically embrace the idea of bringing a child to the meeting if childcare was not as option?

Then we focused on where we might find suitable women members. Banks, law firms, local government, school districts and non-profit organizations are all excellent sources of members—and typically have a high percentage of women in leadership positions.

So we had the *what*: the culture of the club *vis a vis* its welcoming stance towards female members. And we had the *who*—whom they could seek out to invite to a “meet and greet.” Our membership team then had to explain the *why*. Every one of us in business asks that question every day: *Why* should a seller list their home with

me? *Why* should a client choose my firm to represent them in financial planning, or tax advice, or for legal matters? So *why* would a woman want to join our Rotary club?

The answers only come after the questions. We taught our club membership chairs to meet with prospective members and ask questions to discover their “Big Why.” For some, it was that they could see Rotary as a professional networking group; for some, a way for them to become more involved in the community into which they had recently moved; for others, a way of giving back for the blessings they felt they had received.

The results were excellent. One of our clubs changed its rules to charge zero dues for the first year to members who introduced their spouse or other family member to the club. Three other clubs launched “alternative meeting times,” that did not conflict with childcare or family time obligations. And our Area Reps and County Chairs then encouraged other clubs to invite membership chairs from the successful clubs to speak to them with “how to” tips, and to dispel myths.

Women make up 50 percent of our population. Why don't they comprise 50 percent of our members? We're not there yet in D- 7500, but we're proud to be headed in the right direction!



## Growth Awards

Yes, membership across our two Zones continues to slide. And yes, it's up to all of us to change this situation. And yes, some clubs and Districts are setting the pace to do just that.

At the Hartford Institute, the following Districts were commended for their work in this regard:

### Zone 24 West

Highest net gain, highest growth percentage AND highest growth percentage of women members: **D-5040/IPDG Lyn Stroshin.**

Highest member retention : **D-5550/IPDG Rod Rlopel.**

### Zone 24 East

Highest net gain and highest growth percentage: **D-6330/IPDG Martin Ward.**

Highest growth percentage of women members: **D-7790/IPDG Jean-Louis Joly.**

Highest retention of members: **D-7820/IPDG Virginia Joles.**

### Zone 32

Highest net gain, highest growth percentage and highest retention of members: **D-7430/IPDG Linda Young.**

Highest growth percentage of women members: **D-7500/IPDG David Forward** (see article previous page).

Congratulations! Let's learn from one another and work to turn our membership numbers around.



## Membership Matters

### Small Club Grows by 50 Percent

*By President Lynn Duffy-O'Shea, Brookfields Rotary Club*

The Rotary Club of the Brookfields is a small club located in a rural area of Massachusetts. Last spring we had 10 members. Today we have 15 members and expect to add several more by year's end.

Most of our members were 70 and older. We knew it was more than urgent to get new members. We needed more capable people to continue all the projects we do in the communities we serve.

We focused on our membership efforts by making ourselves more visible in our communities. We got involved in as many public image events as we could! We used Tri-fold boards to visually show the many different things we do and did our best to engage in conversation about Rotary with people who noticed us. We would then extend an invitation for them to come and visit our club while enjoying a meal on us.

We also asked for their email address and added them to our Rotary Bulletin. This way they continually get our information and updates on fundraisers, meetings/ events, and social events. By keeping them in the loop, our hope is that the interested individuals will be more likely to respond and want to become more involved with our club.

Our club has discussed what keeps people in our communities from joining Rotary. The big two, as elsewhere, are **Cost** and **Time**. Our club now offers not only the traditional membership but also Corporate membership and Family membership as well as Rotary Volunteers. We still keep "attendance," but now we include all events and fundraisers, as well as Rotary work done outside of a meeting, as a "makeup."

Our younger Baby Boomer retirees tend to be "doers." They are full of action and want to see results. They also expect really good speakers. They are not interested in coming to the meeting each week for a chance to eat out, write a check and go home. So, we partnered with a non-profit that helps children in our communities: We help out in the warehouse organizing and checking food to be packaged for delivery to the schools in our towns. We also hold fundraisers to raise money to help our Angels and Backpack food program as well as all of our other Projects.

Our hands-on community service projects include four Senior Spaghetti dinners, three Pancake breakfasts, handing out Dictionaries/ Thesaurus to the 3rd graders in our seven towns and participating in the town holiday celebration.

It was relatively easy to get prospective members to buy into what our club does, but membership growth doesn't stop there! Our next focus was to educate our new members on Rotary — and so we asked key district speakers come to speak. They have addressed topics including The Rotary Foundation, Grants, International Projects and Youth Exchange. We feel this makes our new members empowered to participate. Inviting new members to attend district events is also very important — it really gives newbies the knowledge and confidence to become future club and district leaders.

Our final focus is on fun!! Our club plans many fun family oriented events throughout the year.

This is our recipe for growth and it's really working for us!



## PolioPlus Giving

We're "this close" to the finish line and giving is as important as ever! The following Districts were commended at the Zone Institute for their giving during the 2016-17 Rotary year:

### Highest Donations by District (includes club and member gifts plus DDF):

#### Zone 24 East

D-7070: \$301,338  
D-7040: \$218,675  
D-7090: \$187,934

#### Zone 24 West

D-5060: \$265,062  
D-5370: \$234,907  
D-5360: \$94,642

#### Zone 32

D-7430: \$200,609  
D-7930: \$123,972  
D-7780: \$88,078

### Highest Per Capita Giving by District

#### Zone 24 East

D-7070: \$152.27  
D-7040: \$118.20  
D-7010: \$97.60

#### Zone 24 West

D-5370: \$108.56  
D-5360: \$100.31  
D-5060: \$97.16

#### Zone 32

D-7430: \$115.35  
D-7510: \$71.90  
D-7930: \$66.47

Recognition of those Districts that gave the benchmark 20 percent of DDF to PolioPlus were also recognized in Hartford. Those Districts were so noted in the October issue of this newsletter, page 11.

## PolioPlus

### Lucky Donors Win Trips to Seattle

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

World Polio Day 2017 at the Gates Foundation in Seattle, WA, was a very special day. Not just because it may be the last one (Is it possible that next year we could be celebrating a "no polio" day?) but because three local Rotarians were able to attend this invitation-only event through special promotions in their Districts. District 7780 was represented by long-time Rotarian Roland Gagne, past president of the Biddeford-Saco club, and his wife Paula; District 7930 sent Brenda Rondon-Ortiz, vice president of the



At World Polio Day (left to right): Reese Gorini, from Ayer RC, Carol Toomey, Zone 32 End Polio Coordinator, Brenda Rondon-Ortiz, from Lynn RC, Trustee Julia Phelps, and VP Dean Rohrs.

Lynn, MA, RC, and District 7910 sent Reese Gorini from the Ayer RC (Reese joined Rotary only a year ago). All were part of the live taping of the World Polio Day event!

Like many events in Rotary, the contests started as one person's idea. A Rotarian in D-7780 who prefers anonymity offered to sponsor a raffle in which all Rotarian donors who gave \$25 or more to PolioPlus between July 1 and September 30 would have their name entered in a lottery to win airfare to Seattle and tickets to the "invitation only" event. The gambit worked:

Last year, during the first quarter of Rotary year, District 7780 inked about \$7000 in donations to Polio Plus. This year, with the drawing, the District marked over \$17,000 in donations during the same period! Meanwhile, an email went out to the other 19 Districts in Zone 32 explaining 7780's raffle. Despite the short time for planning, two Districts thought the idea worthy of "borrowing" and created their own raffles!

Vice President Dean Rohrs and Trustees Julia Phelps and Brenda Cressey were introduced to our lucky winners at the event. All agreed it was a great chance to understand more about Rotary's partnership with the Gates Foundation.

And the dollars gathered from these contests will inoculate thousands of children, helping to keep the promise of a polio-free world to the children of the world. Many years ago, the idea of polio eradication began as a single person's dream in the Philippines. Similarly, one person from District 7780 thought a great way to inspire fellow Rotarians to raise money would be to donate the money for the flight and hotel! Together, the three Districts — D-7780, D-7930 and D-7910 — raised almost \$30,000 through these contests. These funds will be tripled by the Gates Foundation to make \$90,000 that will help end this vicious disease.

World Polio Day 2017 is over, but fundraising continues. Be sure to register your club or District polio event, no matter when it is scheduled to take place — go to Club Central on the [rotary.org](http://www.rotary.org) website to do so. You may possibly inspire others! And the streaming event is available online: <https://www.endpolio.org/world-polio-day>.

**Beyond Borders/the Newsletter of Zones 24 & 32/November 2017/page 5**



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## Foundation Facts

### Global Grants Lead To New Sight

*By Eileen Rau, District 7890  
Foundation Chair*

The Rotary Clubs of District 3291 in India operate 13 Rotary Eye Hospitals. Each hospital is self-sustaining in that it covers hospital expenses by charging full cost to private patients. Concurrently, through Rotary Foundation grant projects, the hospital offers the same procedures to low-income patients at absolutely no cost to them. The 13 hospitals are owned by the Rotary Welfare Trust, and together, they annually serve half a million outpatients and perform 30,000 Intra Ocular Lens (IOL) implant surgeries.

One of these hospitals, the Rotary Hooghly Eye Hospital, started as a small eye clinic in 2000, operating out of a rented building in the small village town of Bansberia in West Bengal, India. Within two years the clinic had grown and was converted into a full-fledged eye hospital. The hospital grew because the need was so great, and soon was serving over 50,000 people annually, both at the hospital and in deep rural areas through Eye Camps. In 2003, the hospital completed 5,000 IOL surgeries, some paid for privately and others through Rotary Foundation Grants.

With the assistance of Rotary Clubs in the UK, the USA and Singapore, state-of-the-art equipment for cataract surgery was installed and used to treat patients. Then, this year, the need for treating retina and glaucoma was identified. Frank Wargo, District Governor in 7890, happened to be visiting India for Rotary Leadership Institute and learned of this need. As a result, 11 clubs in District 7890 joined with several clubs in the UK to fund two Global Grant projects which together, counting DDF and the World Fund donations, totaled around \$175,000. The District 7890 Clubs that were involved in this project were East Hartford, New Milford, Salisbury, Torrington-Winsted, Watertown, Glastonbury, Amherst, Easthampton, Franklin County, Northampton and Great Barrington.

Together, these Global Grants will pay for the eye equipment required to serve patients in the rural population of West Bengal and help the hospital achieve its objectives. They are:

- ◆ To organize more free eye check-up programs for school children and to identify critical cases for their treatment in the primary schools of Hooghly and its neighboring areas.
- ◆ To train youth to screen cataract patients in the villages and help them to travel to Rotary Hooghly Eye Hospital for Surgery or Treatment.
- ◆ To train the youth for free eye care and general health.
- ◆ To organize more free cataract screening camps in rural and economically backward areas and to do 7000-8000 free IOLs/surgeries every year.
- ◆ To make the district of Hooghly cataract free.
- ◆ To prove through our quality eye care services that Rotary Really Cares for the needy and underprivileged.

Working together, we are proud that we will be making affordable retina and glaucoma treatment possible at the Rotary Hooghly Eye Hospital.



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## Peace and Conflict Resolution

### Hands Across the Border



Once again this past September, as they have every year for the past 85 years, Rotarians from Canada and the US gathered to pledge peace between the two nations.

The event is the focus of the Waterton-Glacier International Peace Park Association, an organization comprising Rotarians from Districts 5390 (Montana) 5360 (southern Alberta and Saskatchewan), 5370 (Northern Alberta and parts of other provinces), and 5080 (southeastern BC and parts of Idaho and Washington)

In odd years, including 2017, the event takes place in Canada's Waterton Lakes National Park; in even years it takes place across the border in Glacier National Park. The two parks, which abut one another at the national border, operate as separate entities under the international Peace Park mantle.

This year, the pledge took place even though wildfires forced a cancellation of the annual Peace Park Assembly.

District Governors Rick Istead (D-5360) and Joe McBride (D-5390) welcomed the group. Waterton Lakes Park Superintendent Ifan Thomas welcomed the Rotarians, and briefed the crowd on the wildfire which was amazingly close – participants could see columns of smoke and watch helicopters work on the fire. Superintendent Thomas expressed his gratitude for the assistance of a crew sent by Glacier National Park to helping remove "hazard trees," burnt trees that pose a risk to visitors because of compromised roots.

The Rotarians sang both national anthems and recited the pledge to maintain peace between their nations as they shook hands. They promised to meet next year in Glacier National Park.

Interestingly, there are several monuments to peace along the US-Canadian border, the longest undefended border in the world. They are:

- ◆ Roosevelt Campobello International Park in New Brunswick
- ◆ Peace Arch Provincial Park in BC and WA, and
- ◆ The International Peace Garden on the border of Manitoba and North Dakota

--PDG Fran Leggett, D-5360



## Funding Available To pre-Plan WASH

A few years ago The Rotary Foundation and WASRAG combined to offer a program that funded travel and accommodation expenses to, and in, a host country for Rotarians from an international partner club in order to provide more effective pre-planning of grant requests.

That program has been terminated but the need still exists. TRF now requires a hydrological survey (for boreholes) prior to grant approval. It also requires adequate documentation on all relevant software—training, capacity building, behavior change as well as a plan for Monitoring and Evaluation. It also requires a plan for ensuring long-term funding for on-going operations and maintenance.

These changes demand more commitment and participation in the planning process from all parties PRIOR to submitting the grant request. Often this will call for a visit to the host club by Rotarians from the international partner club.

WASRAG wishes to encourage this joint-planning. So the Canadian Rotarian Water Foundation will provide a maximum of \$10,000 (CDN) to fund travel, accommodation and other necessary expenses for Rotarians to work jointly with the host club in preparing a grant request to TRF, or to the Canadian Rotary Foundation.

Requests for this funding must be submitted by the host club and should be sent to David Angas ([david.angas@raymondjames.ca](mailto:david.angas@raymondjames.ca)). They must include estimates of proposed expenditures.

CRWF reserves the right to reject any application if the proposed project is not compatible with Rotary International's WASH Area of Focus or does not support WASRAG's mission—support for Rotary clubs and/or districts.

— Dr. Ron Denham, Chair-emeritus  
WASRAG

## Canadian Service Opportunities

### Land Mine Removal:

#### A Project to Celebrate Canada's 150th Anniversary

The Invictus Games are over, but the Canadian Landmine Foundation's fight to remove all the landmines in Cambodia continues. Recently a letter from me went to most of the clubs across Canada asking for their financial support for this important humanitarian project. I have received requests from several clubs asking for information or assistance in support of their fundraising projects. As a result, I would like to provide you with some additional information which hopefully will be of assistance when raising the necessary funds.

- ◆ A copy of a recent speech on the subject by Senator Art Eggleton.
- ◆ Some short videos on mine action and the Ottawa Treaty.
- ◆ A description of how to organize a popular fundraiser called 'Night of a Thousand Dinners'.
- ◆ A short history of the involvement by Canadian Rotary clubs in the removal of landmines.



All of the above materials are available at [www.canadianlandmine.org/rotary](http://www.canadianlandmine.org/rotary).

Rotarians and Rotary Clubs have been two the largest financial contributors to the Canadian Landmine Foundation. 122 Clubs in 18 Districts coast to coast have contributed more than \$260,000 to Canadian Landmine Foundation programmes over the years. These funds went to projects that cleared mines and assisted survivors in places like Bosnia, Mozambique, Afghanistan and Cambodia.

Today the Canadian Landmine Foundation works to raise awareness at home and support mine action in Cambodia through partnerships with local organizations. Cambodian Self-Help Demining (CSHD) operates demining and explosive ordnance disposal teams in rural Cambodia. When villagers find mines and other explosive remnants of war, one of five Explosive Ordnance Disposal (EOD) teams is dispatched to neutralize the explosives and conduct mine risk education. The Canadian Landmine Foundation is proud to sponsor one of those EOD Teams.

To date, CSHD teams have cleared 3 million square metres of land. It was founded in 2008 by an ex-child soldier named Aki Ra who has personally cleared more than 50,000 landmines, with support from former Rotarian Bill Morse (Palm Springs).

Thank you for your support of this Canadian inspired project. I believe it typifies the work of Canadian Rotarians during the 150th anniversary of our country.

A handwritten signature in black ink that reads "Wilf. Wilkinson". The signature is written in a cursive, flowing style.

Wilf Wilkinson,  
Rotary International President 2007/08  
Director, Canadian Landmine Foundation



### Theme Matters - The Bangor Club's Approach to its Centennial

By Carrie Jones, Zone 24 East Public Image Coordinator

As the Rotary Club of Bangor Maine's centennial approached, club members realized they had a chance to celebrate their club's special place in the community. Committed to showcasing the good that their club had done, members called in the experts and engaged a marketing firm to design items specific to its centennial including a centennial logo representing both Rotary and the community.



The Bangor Rotarians didn't stop there. Their efforts went beyond the visual and delved into written story. Rotarian Chick Rauch documented the club's history in a book, which was released at the club's Centennial Gala. Chick chronicles the club's impact and history in Bangor and also that of Rotary International's influence on the local club.

"The centennial celebration, both the evening gala and indeed the entire year, has given us a great opportunity to share the story of Rotary. We believe service is contagious in the same way smiles are contagious," said Bev Uhlenhake, club president.

"By telling the inspirational stories of those who came before us, we hoped to ignite a sense of service in our entire community, and I think we've been successful. And while the telling of our story has been focused outward, I think it's also reinvigorated our membership. Attendance and participation seem to be up."

Sharing its story in book form was a massive undertaking, but the club didn't stop there. Uhlenhake and her public image co-chairs Cintia Miranda and Deb Clofin reached people with visuals, written word and video across a multitude of outlets.

The club teamed up with the local television station and produced

videos featuring club and community stalwarts. Featured speakers included Clif Eames, the grandson of the man who presided over the club's first organizational meeting in June 1917. While these videos were initially released at the gala, they were designed for continuing use on social media and the club's website.

"The club also developed both permanent and non-permanent display items, including three pull-up displays that can be brought to all future Rotary

activities and fundraising events. These displays will highlight Club Membership, Club Service, and International Service," Uhlenhake said.

Every month, the club created a service project and reached out to the media for coverage. It themed its major events towards its centennial. For instance, its yearly Broadway fundraiser raised approximately \$25,000. This year it was called "A Centennial Celebration," featuring music from each decade from the last 100 years. Its upcoming Festival of Lights Parade will be themed "Holiday Memories."

#### What the Bangor Club Did

- Created a theme logo for its centennial event
- Catered every event and service project around its centennial theme and logo.
- Reached out to other agencies for help.
- Created short videos featuring its members.
- Used short videos on social media and at events.
- Recruited a member to write its club's history in book form.
- Distributed the book to local libraries and schools as well as members.
- Worked with the local daily paper to distribute a program booklet to 30,000 subscribers.
- Created anniversary boards for the event that can be used at other events.

The club also reinvigorated its social media, focusing on Facebook and Twitter and increasing its twitter following to almost 3,000.

But maybe the ultimate key to their success was their willingness to tell the world the story about the club they love so much.

Uhlenhake said, "We've spoken with the media whenever we've gotten the chance. We've truly told our story to anyone that was willing to listen and even to some who weren't."

If you have any questions about the club's efforts, the members would love to tell you more.

## How You Can Help

The Rotary Foundation has established four special funds to collect donations to help survivors rebuild following the recent natural disasters.

Through his family foundation, Rotarian Robert Murray established the Puerto Rico fund. Murray wanted to encourage Rotary members to match the \$1 million the Murray Foundation donated to the Red Cross.

Rotary's partner, [ShelterBox](#), is also providing temporary shelter for families displaced by the storms.

The Four Rotary Foundation Donor Advised Funds that have been set up to accept donations for hurricane and earthquake victims are:

### Puerto Rico

Account name: Puerto Rico Recovery;  
Account number: 614

### Mexico Earthquakes

Account name: Mexico Earthquake  
Recovery Fund; Account number: 613

### Hurricane Harvey

Account name: Gulf Coast Disaster  
Relief Fund; Account number: 608

### Hurricanes Irma and Maria

Account name: Hurricane Emergency  
Relief Fund; Account number: 296



You can contribute by mailing a check or online with a credit card. Please provide the Donor Advised Fund account name and number listed above.

If you have specific questions about how you can help, please contact [relief@rotary.org](mailto:relief@rotary.org).

## Disaster Recovery

### New York Club Fills Trucks for Houston Relief



*By Knut Johnson, Zone 32 E/MGA*

"Harnessing the power of partnerships" was the title of a recent message from President Ian Riseley. He suggested we join forces with like-minded organizations to achieve a greater impact on our projects and at the same time strengthen Rotary's presence.

The Liberty (NY) Rotary Club in District 7210 did just that when they set out to aid the people of Friendswood, Texas — a community stricken by Hurricane Harvey.

Club members knew they wanted to do something tangible when the hurricane hit. So club president Judy Siegel did a Google search and found the club in Friendswood, TX, an area identified as one of the hardest hit. She also used the club search widget on the [rotary.org](http://rotary.org) website. Through these means, Judy contacted Dave Smith, not only a past president of the Friendswood club but also a former mayor of the town.

The Operation Endeavor Hurricane Relief Mission was organized by Liberty Club officer Gary Siegel and fellow members from the Liberty RC. The club reached out to other local organizations known for their humanitarian works: SUNY Sullivan, Rolling V Bus Corporation, and Bold Gold Media Group.

The club "e-blasted" District 7210 clubs and clubs in neighboring districts through Club Runner and social media. And the Rotary community responded: Liberty RC's outreach resulted in over 50 collection sites as far away as Waterbury, CT. On collection day, close to 200 volunteers helped pack two 20-foot box trucks.

Gary estimates that a cost for the entire project would be in the neighborhood of \$250,000. That includes in-kind volunteer hours, value of supplies, rental of the trucks, fork lifts, and transportation between collection sites. All the funds needed were raised through a YouCaring site and donated cash. No district matching funds were involved.

Such humanitarian work strengthens Rotary's presence and inspires club members to recognize how potent a force we can be when we work together.



## Calendar of Events

**November 11, 2017:** Rotary UN Day, Geneva, Switzerland. *(Note: Activities that traditionally take place this day in New York will take place in Geneva.)*

**November 18, 2017** — Peace Gala sponsored by District 7410, Kalahari Resort, Pocono, NJ. FMI and registration: [www.rotarydistrict7410.org](http://www.rotarydistrict7410.org)

**January 14-20, 2018** — International Assembly, San Diego, CA.

**February-March, 2018** — PETS planning season. *Note: Schedule published in October newsletter, page 14.*

**February 9-11, 2018** — Presidential Peacebuilding Conference on Environmental Sustainability, Vancouver, BC. <https://environmentandpeace.com/>

**February 17, 2018** — Presidential Peacebuilding Conference on Water, Sanitation and Hygiene, Beirut, Lebanon. <http://rotaryd2452.org/waterconf/>

**Saturday, February 24** — Presidential Peacebuilding Conference on Disease Prevention and Treatment, Coventry, England. [www.rotarygbi.org/peacebuilding-conference-2018/](http://www.rotarygbi.org/peacebuilding-conference-2018/)

**Saturday, March 17** — Presidential Peacebuilding Conference on Economic and Community Development, Sydney. <http://rippc2018.com.au/>

**Saturday, April 28** — Presidential Peacebuilding Conference on Maternal and Child Health, Taranto, Italy. [www.rotaryitalia.it/presidentialconference/](http://www.rotaryitalia.it/presidentialconference/)

**Saturday, June 2** — Presidential Peacebuilding Conference on Basic Education and Literacy, Chicago, IL. [www.rotaryliteracy.org/](http://www.rotaryliteracy.org/)

**Sunday, June 24** — Beyond Borders Dinner, the Hockey Hall of Fame, <http://tinyurl.com/beyondborders2018>

**June 23-27, 2018** — RI Convention, Toronto. *See article on page 2 and go to [www.riconvention.org](http://www.riconvention.org).*

**September 20-22, 2018** — Zone Conference 2018, Montreal.

## In Memorium

### Rotary Leaders Remembered in Hartford

The following Rotarians and their spouses who passed away during the 2016-2017 Rotary year were remembered at the Zone Institute in Hartford.:

**Samuel Owori**, RI President-elect 2017-18, D-9211, Rotary Club of Kampala, Uganda

**Paul Dunkelberger**, DG 1975-76, D-7390, Rotary Club of Lebanon, PA

**Jon F. LaFaver**, DG 1979-80, D-7390, Rotary Club of West Shore, PA

**Orville "Tex" Ranger**, DG 1983-84, D-7780, Rotary Club of Brunswick, ME

**Carl Kurlander**, DG 1984-85, D-7510, Rotary Club of Hamilton Township, NJ

**Mel Spowart**, DG 1985-86, D-5040, Rotary Club of Burnaby, BC

**Richard S. Kelley**, DG 1989-90, D-7890, Rotary Club of South Windsor, CT

**Jack H. Schofield, Sr.**, DG 1990-91, D-7390, Rotary Club of York-East, PA

**Hla Shwe**, DG 1990-91, D-7410, Rotary Club of Davis, CA

**Albert Mizak**, DG 1990-91, D-7890, Rotary Club of Plainfield, CT

**Dr. Irwin Stewart**, DG 1993-94, D-5040, Rotary Club of New Westminster, BC

**David Black**, DG 1993-94, D-7230, Rotary Club of The Pelhams, NY

**John Phoenix Hemmant**, DG 1994-95, and **Joyce Isobel Hemmant**, D-7070, Rotary Club of Don Mills, ON

**Charlie Whittaker**, DG 1995-96, D-7080, Rotary Club of Guelph, ON

**Michael Horrocks**, DG 2000-01, D-5370, Rotary Club of Devon, AB

**Jack Little**, DG 2000-01, D-6330, Rotary Club of London, ON

**Bernice "Bunnee" Webb**, DG 2000-01, D-7210, Rotary Club of Conger/Valley Cottage, NY

**Bill Hawkins**, DG 2000-01, D-7410, Rotary Club of Madison, PA

**Jack Grant**, DG 2003-04, D-7450, Rotary Club of Newtown Square, PA

**Vern Nielsen**, DG 2016-17, D-5060, Rotary Club of Kelowna, BC



Sam Owori, RI President-elect



Bunnee Webb, DG 2000-01



Vern Nielsen, DG 2016-17

A video remembering these Rotarians may be accessed through this link: <https://youtu.be/j8RxIJgs0IY>. Information for the Memorial Service at the 2017 Institute was gathered by <http://www.riconvention.org/en/toronto>.

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