

# Beyond Borders

Rotary  
Zones 24 and 32



Bermuda—Canada—St. Pierre and Miquelon—United States



## H. Dean Rohrs

RI Director 2016-18  
Rotary Club of Langley Central, BC  
dean@cbrplus.com

## Bryn Styles

TRF Trustee 2015-17  
Rotary Club of Barrie-Huron, ON  
Bryn.styles@gmail.com

**Zone 24:** Canada,  
Alaska and parts of northern U.S.,  
St. Pierre and Miquelon

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

[www.rotaryzones24-32.org](http://www.rotaryzones24-32.org)  
Facebook: Rotary Zones 24 and 32  
<http://greatideastoshare.com>  
<http://tinyurl.com/2016Institute>

**October 2016**

## A Busy September — and Not Over Yet!

I started the month at the North East America **Rotary Leadership Institute** Annual Meeting in Trumbull, CT. This is where RLI was born!! It was interesting to hear that on-line courses are part of a pilot program and that Districts are being encouraged to have all new members attend RLI. To really grow and stay relevant, RLI knows it needs to deliver a fresh product in a way that is exciting to the Rotary of tomorrow – and in that lies the crux. The task ahead needs an analysis of what needs to be changed, and the understanding that it takes courage to make this happen. I hope and believe RLI all leaders are in the process of doing this, as I think this is a great educational and motivational program for Rotarians.

From Connecticut I flew to the Zone 20A Institute in Accra, Ghana – what a contrast between the green and gracious heritage of Trumbull and the vibrant chaos of Africa! I was home with my mother Africa and she did not disappoint me. The opening ceremonies included a very different and innovative flag ceremony, a fire in the hotel and a beach party and fashion show; this was an Institute to remember. RI President John Germ and Judy and RI President-nominee Sam Owori and Norah were there to share the experience. The Rotarians of Africa have christened President-nominee Sam Owori “The Gift From Africa,” and he is going to bring to his presidency a very gracious and generous personality.

The Rotary theme for October is “**Economic and Community Development**”. Obviously this was a point of much discussion in Accra. The recurring theme was that we must not ignore the talent on the ground when we go into our Global Grant partnerships. The communities receiving the projects bring much to the table and can enrich the experience far beyond what is being called for in many instances.

As I write this, we are concluding the September meeting of the RI Board of Directors, in which 17 Directors from all around the world come together to work for Rotary. There was a great deal of discussion on “what should the Board look like?” “What skills are needed to be a strong Board member?” “What is the purpose of the Board?” and perhaps most important, “How does one achieve these needs when the Directors are independently nominated by the Districts?”

General Secretary John Hewko will be sending out a report on the highlights of the decisions that were taken -- and I am proud to say that many of those decisions were strategic in thought -- looking to the future needs of Rotary. And soon: We will be facing the issues of Districts that need to merge due to falling membership or split due to being far too many members (how I wish that “issue” applied to our North American Districts!). The same will be happening for the upcoming re-Zoning: there will be a shift with certain geographic regions losing Zones due to declining numbers and Zones being added to the areas with the most membership growth. This is going to be difficult for us in North America -- but unfortunately, a reality.

By the time you read this, the Winnipeg Zone Institute will be underway. I am so excited about the amazing program the team has put together, and I look forward to seeing many of you there.

Safe travels!

*Dean*



## A Celebration For Canadian Rotarians

Arch Klumph Society Canada Day is an opportunity for Canadian Rotarians who have the desire to make a significant commitment to the future of The Rotary Foundation to become members of the Arch Klumph Society during The Rotary Foundation Centennial year and the celebration of 150 years of Canadian Confederation.

An event will be held on April 12, 2017, at One Rotary Center in Evanston, IL for



new Canadian members of the Arch Klumph Society (AKS) — those Rotarians and Rotary couples who have donated a minimum

of US\$250,000 to The Rotary Foundation. The day will include an all Canadian induction ceremony attended by senior Rotary leaders, tours of Rotary headquarters, and a gala dinner. We are inviting you to become a part of a very special family of Rotarians who enable our mission work so personally.

Arch Klumph Society members support The Rotary Foundation for a variety of reasons. With their help, The Foundation is fulfilling Rotary's promise of a polio-free world. Families are living healthier lives through Foundation grants. Educational programs and scholarships are helping young people build lasting friendships and mutual understanding with their peers around the world. Tomorrow's leaders are living and studying together as Rotary Peace Fellows and have the opportunity to help build a more peaceful world.

For more information on AKS Canada Day, please visit: <https://sway.com/X8ccz3Dw76akpVNO>.

—Chris Offer, Zone 24 West  
Endowment Major Gifts Advisor

## Rotary Peace Centers

### 1000 Alumni Pursue Peace Activities

by Marty Helman, member, Rotary Peace Centers Major Gifts Initiative Committee

The Trustees set a goal of \$150 million (cash and expectancies) to build an endowment to fund the Rotary Peace Centers, and set the end of this Rotary year as the date by which that financial goal should be met. The terrific news: By summer's end the Centers had received \$146 million in outright gifts and commitments. Those gifts have come from a relatively few donors — around 4000 total. As a result, we are on target to reach the \$150 million goal months early!

The Rotary Peace Centers/Major Gifts Initiative Committee met in late August to share best practices and strategies for continuing to build this endowment. Representing our two Zones: RI Trustee Bryn Styles; Chris Offer (RC of Ladner, BC); Alan Hurst (RC of East Hampton, CT), and Marty Helman (RC of Boothbay Harbor, ME). Some of the news that came out of that meeting:

Awareness of the Rotary Peace Centers is growing. A total of 326 qualified applications were received this past spring, up almost one-quarter from the number received in 2015. Of those applicants, 100 will be accepted to start their education (master's and certificate candidates) in the fall of 2017.



With the program now in its second decade, and with 1000 alumni in the field, it's now possible to begin to determine the impact of the Peace Centers. To that end, 88 percent of Rotary Peace Fellows are working in the field of peace and conflict prevention/resolution. And they are doing so through continued connections with Rotary: Nine out of 10 alumni connect with other Rotary Peace Fellows through the alumni network, and just over half are engaged in a peace-related initiative with Rotary.

Peace Fellows are working worldwide in a myriad of professions — fully one-third work for NGOs or other peace-related organizations, and another 15 percent are employed by a government agency or the military. Nine percent are teachers, and another 7 percent work in research or academic support positions.

Our investment in these Fellows is beginning to pay off with their expertise on the ground.

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## Celebrating Those Who Celebrate Peace

Do you know a Rotarian or Rotary-based organization that deserves to be honored for the work it is accomplishing in international peacemaking? Why not nominate that person or organization for the Donald MacRae Peace Award?

Every Rotary Club and District in Zones 24 and 32 is encouraged each year to submit an application for the award.

Candidates for the award will have demonstrated the advancement of international goodwill, understanding and peace through humanitarian activity of international significance. The award is open to Rotarians and non-Rotarians and organizations, but the applicant must have a relationship with the Club or District that is nominating him/her.

Honorees in past years include:

### 2015

**Wilf Wilkinson**, Past RI President, member of the RC of Trenton, ON, District 7070.

**Safe Passage/Camino Seguro**, a literacy project in Guatemala, headquartered in Yarmouth, ME, District 7780.

### 2014

**Dr. Tulsa Maharjan**, for his deep commitment to interfaith dialogue, and a member of the RC of Branchburg, NJ, District 7510.

**Dr. Ab Moore**, mentor and inspiration who has devoted himself to international humanitarian initiatives, and member of the RC of Guelph, ON, District 7080.

### 2013

**PDG Ron Denham**, RC of Toronto-Eglinton, District 7070, founder of the Water and Sanitation Rotary Action Group (WASRAG).

**Robert Raiche**, founder of Friends Forever, which brings together Protestant and Catholic youth from Northern Ireland, and member of the RC of Danvers, MA (D-7930) and previously, RC of Portsmouth (D-7780).

## Donald MacRae Peace Award

### Peacemakers Work in Haiti and Myanmar

**John Slipp** and a citizens' group in Woodstock, NB, built a school. They were motivated by the life and legacy of RCMP Sergeant Mark Gallagher. He was in Haiti, attached to the United Nations Peacekeeping Force and helping to train local police officers, when the 2010 earthquake hit and he was killed.

Rotarian John Slipp assumed the role of co-chair of the citizen's coalition and immediately turned his leadership and organizational skills to the school-building project. As a result, the coalition raised over \$400,000 from businesses, individuals, and Rotary clubs in District 7810. CIDA supported the project with almost \$800,000 more.



**Raj Patel in scrubs in Myanmar (above). At right, John Slipp receives the Don MacRae award at District 7810's Conference last month.**



Building the school in corruption-plagued and crime-ridden Haiti brought its own set of challenges. But under John's leadership, the coalition and its Haitian partners persevered and the Sergeant Mark Gallagher Vocational School opened in 2014. The school was built to modern earthquake resistant codes. It has capacity for 500 students and offers classes in carpentry, masonry, secretarial, agricultural and flooring/tiling. The school provides the opportunity for young people to learn a trade, earn a better income for themselves and their families and help reconstruct the country.

For his work on this project, John Slipp is the Zone 24 recipient of this year's Donald MacRae Peace Award.

**International Surgical Mission Support (ISMS)** is a non-political organization that provides free medical care wherever it is needed throughout the world. ISMS was founded in 1996 by three friends who felt fortunate enough to be able to provide medical services to the needy. Their first mission took them to Haiti, and soon the organization was growing in both volunteers and service trips.

The New York chapter of ISMS has been active since 2000, and board member Dr. Raj Patel has traveled with ISMS to a country in need every year since then.

In 2015, a member of the Riverhead, NY, club visited Myanmar and immediately recognized that ISMS could provide needed medical services there. Local Rotarians and the Riverhead community donated \$150,000 to Rotary for this project, and when the Rotary Club of Mandalay reopened, it was possible to channel (and multiply!) these funds into a Global Grant. In addition to bringing much-needed surgical expertise, supplies, instruments and equipment to Mandalay General Hospital, ISMS New York provided education and medical training so that the local surgeons and nursing staff could maintain the quality of care.

For its groundbreaking work in just-reopened Myanmar, ISMS New York is recognized with the Zone 32 Donald MacRae Peace Award.

## Responding — fast — to the Emergency in Nigeria

by Chris Offer, Rotary Club of Ladner, British Columbia

In late August 2016, I had the extraordinary opportunity to be in the National Polio Emergency Operations Centre (EOC) in Abuja, Nigeria. The EOC was activated to manage the response to two polio cases confirmed in Borno state.

I was in Nigeria as part of an Polio External Review team with WHO, CDC and Gates Foundation. The review had been planned for several months, but the focus changed with the discovery of new polio cases a few weeks before our trip.

The use of a central command centre to deal with an emergency is familiar to me as a retired senior police officer. The strategy to bring key decision makers into one room from all participating agencies is an effective way to manage emergencies. Communication is face to face and decisions are not delayed.



In 2012, EOCs were established in the capital of Abuja and Nigeria's northern states with the highest polio infection rates. The EOC partners are Nigerian government health agencies, Rotary International, UNICEF, WHO, CDC, USAID, and the Gates Foundation. Rotary is usually represented by a member of the Nigeria National PolioPlus Committee. The EOC provides fully equipped office space, fast Internet access, modern communications equipment and backup generators. This latter is particularly important for polio workers in rural and insecure areas.

While I was at the EOC, an emergency teleconference was held between the national EOC and the Borno state EOC. The use of military personnel to assist with security of polio vaccinators and military helicopters to deliver vaccine was confirmed. The dispatch of hundreds of thousands of doses of polio vaccine was approved and time lines for vaccination to be completed verified.

One of the major challenges discussed was the response to nearly two million people living in IDP Camps (camps for Internally

**Rotary**  **END POLIO NOW**

**I want to end polio. Join me.**

Rotary's World Polio Day Livestream Event  
24 October 2016  
6:30 p.m. EDT

[endpolio.org](http://endpolio.org)

Displaced Persons). These are people who have been forced to move by the Boko Haram terrorists in Borno. Vaccination of children in the accessible camps is underway but hundreds of thousands of children are in camps in inaccessible areas. The military is working to regain control of the area but about half the state is inaccessible.

I was impressed to see the emergency response to the new polio cases. Children are being vaccinated. The border countries in the Lake Chad area have joined the response and are vaccinating children. The Rotary Foundation has allocated US\$500,000 in emergency funds.

For all Rotarians, the new polio cases were disappointing. For the two children affected who already live in poverty and have fled their homes, polio is devastating. This is why Rotary will continue fighting polio until we finally eradicate this feared disease and keep our promise to the children of the world.

**Don't forget the Rotary World Polio Day livestream event, which will take place Monday, October 24, at 6:30 EDT. More information on the event is available at [www.endpolio.org](http://www.endpolio.org).**



## Polio Plus Giving—2015-16

District	Rotary Year 2015-16		
	DDF Donations	Cash Donations	Total Giving
5010	\$31,726	\$79,200	\$110,926
5040	\$5,000	\$501,420	\$506,420
5050	\$40,000	\$120,584	\$160,584
5060	\$20,000	\$59,210	\$79,210
5360	\$20,780	\$106,097	\$126,877
5370	\$35,000	\$201,431	\$236,431
5550	\$20,000	\$89,596	\$109,596
6330	\$20,692	\$133,340	\$154,032
7010	\$30,000	\$73,712	\$103,712
7040	0	\$46,598	\$46,598
7070	\$40,000	\$162,816	\$202,816
7080	\$10,000	\$99,692	\$109,692
7090	\$100,000	\$156,376	\$256,376
7790	\$25,000	\$26,867	\$51,867
7810	0	\$38,092	\$38,092
7820	\$5,000	\$61,840	\$66,840
<b>Zone 24</b>	<b>\$403,198</b>	<b>\$1,959,398</b>	<b>\$2,362,596</b>
7210	0	\$15,882	\$15,882
7230	\$5000	\$21,504	\$26,504
7255	0	\$21,215	\$21,215
7390	\$27,224	\$45,531	\$72,755
7410	\$12,000	\$18,425	\$30,425
7430	0	\$116,733	\$116,733
7450	0	\$39,236	\$39,236
7470	\$5,674	\$45,025	\$50,699
7490	\$5,800	\$6,662	\$12,462
7500	\$15,000	\$39,964	\$54,964
7510	\$10,500	\$22,453	\$32,953
7640	\$8,268	\$17,833	\$26,101
7780	\$18,510	\$59,605	\$78,115
7850	\$11,384	\$32,334	\$43,718
7870	0	\$30,838	\$30,838
7890	\$6,252	\$46,851	\$53,103
7910	\$900	\$34,280	\$35,180
7930	\$20,000	\$98,841	\$118,841
7950	\$15,634	\$41,198	\$56,832
7980	0	\$49,246	\$49,246
<b>Zone 32</b>	<b>\$162,146</b>	<b>\$803,656</b>	<b>\$965,802</b>

Data from PolioPlus Summary Report. The 45% of Districts that met the goal of transferring 20 percent of their DDF to PolioPlus are so noted in blue. Highest giving Districts in cash and total giving are in purple.

## Polio Plus

### Where Will You Be on October 24?

Clubs and Districts that are considering hosting an event on this important day should check out the great event resources available at [www.endpolio.org/worldpolioday](http://www.endpolio.org/worldpolioday).

The project may be large or small; designed to raise funds or awareness or, more likely, both! District 6330, for example, has turned purple—the color that children's fingers are marked once they receive the oral vaccine — into a community wide awareness opportunity, and created a Purple for Polio Garden, at the local Rotary Park. The purple flowers were planted last spring. A notice will be placed in the local paper asking for donations in early October. Great idea!



During this Centennial year, we are fortunate to have so many wonderful celebrations underway in our Districts. Each of us should weigh our commitment to eradicate polio during this special anniversary year.

Perhaps this is the year your club and District will undertake a number of events to raise funding: President John Germ has made a club gift of US\$2,560 to PolioPlus part of the Presidential Citation (up from \$1500 in past years). As in the past, each District has been asked to commit 20 percent of their District Designated Funds (DDF) to the polio eradication effort to realize the power of the matching contributions available. (Three districts — 5010, 7090, and 7780 — are early achievers and have already met that mark!) Each and every contribution to the Polio eradication effort is greatly needed as together we will End Polio NOW.

We must be ever mindful, as noted on the back cover of the Make History Today brochure, **UNTIL POLIO IS ERADICATED EVERYWHERE; no unvaccinated child is safe ANYWHERE.** If polio rebounds, more than 200,000 children worldwide could be paralyzed each year within a decade. We can not let this tragedy happen to our children.

### End Polio Now Resources Available

Go to [www.endpolio.org/worldpolioday](http://www.endpolio.org/worldpolioday) to access the toolkit and all the resources you will need to make your activities on World Polio Day a success. Resources include:

#### World Polio Day Toolkit:

- ◆ Sample press release
- ◆ Outreach guide
- ◆ Sample letter to the editor
- ◆ Social media message
- ◆ Social media graphics

#### Event Resources:

- ◆ Sample invitation
- ◆ World Polio Day signage
- ◆ Banner designs
- ◆ Donation box sign
- ◆ Button Designs
- ◆ Coaster template

Be sure to share the events undertaken by your clubs and District. Share your ideas via the Zone site, <http://greatideastoshare.com>, and at [www.endpolio.org](http://www.endpolio.org) We look forward to hearing from you!

—Karen Oakes, Zone 24 East Polio Plus Coordinator

## Foundation Centennial

### Rotary International

**Club and District Support**  
Victoria Schiffman, Senior Coordinator  
Victoria.schiffman@rotary.org  
847-866-3354

Kaitlin Kirk, Coordinator  
Kaitlin.kirk@rotary.org  
847-866-3069

**Support for 7390, 7410, 7430, 7450**  
John Hannes, Senior Coordinator  
John.hannes@rotary.org  
847-866-3275

**Membership Development**  
Emily Whitmer  
Regional Membership Officer  
Emily.whitmer@rotary.org  
847-866-3338

**Major Gifts Zone 24**  
Carolyn Ferguson  
Senior Major Gifts Officer  
Carolyn.ferguson@rotary.org  
905-304-6831

**Major Gifts Zone 32**  
Amanda Lawson  
Major Gifts Officer  
Amanda.lawson@rotary.org  
847-866-3239

**Annual Giving**  
Chris Boyce  
Annual Giving Officer  
Chris.boyce@rotary.org  
847-866-3261

One Rotary Center  
1560 Sherman Avenue  
Evanston, IL 60201  
847-866-3021

**Rotary Support Center**  
RotarySupportCenter@rotary.org  
866-976-8279 or 866-9ROTARY  
www.rotary.org

### It All Started as a 3-H Grant

*To commemorate the Centennial of The Rotary Foundation, look for excerpts from "Doing Good in the World," the history of the Rotary Foundation written by District Governor Dave Forward, which will appear here on an ongoing basis. This month's passage, from page 108 and following, describes the beginnings of what was to grow into PolioPlus, the largest public health outreach in the world's history.*

"OPV [oral polio vaccine] was the vaccine of choice on 29 September 1979, when Rotary launched its 3-H [Health, Hunger and Humanity] polio project. As the Rotarians looked out at the sea of women who had brought their children to North Makati, part of metro Manila, to be immunized, the first in line handed her daughter to RI President Jim Bomar. Looking down at the tiny infant's face, he placed two drops of oral polio vaccine on her tongue and handed her back to her mother. Suddenly, he felt somebody tugging on his trouser leg, and looking down, he saw a small boy in a wheelchair, his arms and legs crippled by polio. 'Thank you, thank you, Rotary,' the boy said. 'That was my sister.'



**James L. Bomar, 1979-80 RI President, administers the first drops of vaccine on September 29, 1979, launching the Philippine immunization effort which set the stage for Rotary's efforts to end polio.**

"For all the planning, logistics, and speeches by senior government officials, that unscripted moment had the most profound effect on Bomar. And on Rotary.

"By the end of Bomar's presidency, the magnitude of the 3-H polio immunization project in the Philippines and Haiti had already inspired the Trustees and the RI Board to consider a grand expansion of the idea. ... The 3-H Committee launched five-year commitments to Bolivia, Gambia, Haiti, Morocco and Sierra Leone. That initiative was not enough, however, considering that the disease could easily be transmitted back and forth between people coming into any of those countries from an infected area.



"Thus, in September 1979, at one of its earliest meetings, the 3-H Committee recommended that 'Rotary International establish as a primary goal in the Health, Hunger and Humanity Program the eradication of poliomyelitis and alleviation of its consequences throughout the world.' The RI Board unanimously adopted the recommendation in November 1979.

"At its May 1980 meeting, the 3-H Committee made a major decision: It recommended 2005, Rotary's centennial year, as the target date for ridding the world of polio. The Board secured the endorsement of the 1980 Council on Legislation to 'eliminate polio through immunization.' ...The Board of Directors established 2005 as the goal two years later. ...

"The campaign continued, but more on a country-by-country basis than one with a global emphasis. That all changed when Dr. Carlos Canseco became RI president in 1984. A professor of medicine at two universities in his native Mexico, Canseco was a longtime friend of [Dr. Albert] Sabin [creator of the first oral polio vaccine], having worked with him on clinical trials for a new measles vaccine as well as on Mexico's national polio immunization days."



## Foundation Facts

### District Grant Projects Do Good Far and Near

Rotary Clubs around Zones 24 – 32 are “Doing Good in the World” locally and internationally using the District Grants made possible after the Future Vision plan was implemented. Almost all the Rotary Districts in the world are using up to 50 percent of the own District DDF to fund great projects, conducting projects locally and internationally using contributions that their District Rotarians donated three years before. Here are just two examples in Zone 32 that show the impact and reach of our Foundation.

#### Lighting Up The Gambia

##### One Village at a Time

The Rotary Club of Moorestown, with contributions from Moorestown Breakfast Rotary, Garden State Rotary and Camden Rotary Clubs matched with a Rotary Foundation District Grant has equipped two village clinics in Gambia with suitcase-sized solar lighting systems. Power Up Gambia board member Dee Bertino hand carried each solar suitcase and monitored its installation. Power Up Gambia, an American-based non-profit, was formed to provide reliable electricity in healthcare facilities in the Gambia. Each solar suitcase includes 40 or 80 watts of solar panels, a 14-amp-hour sealed lead acid battery and a maternal kit with a fetal heart monitor.

As is the case in many developing nations, most outlying villages in the Gambia are off the power grid, without light for health care emergencies, without refrigeration for vital drugs and vaccines, and without cell phone power to call for transportation to larger cities. Just one solar suitcase gives health workers LED medical task lighting, uninterrupted electricity and cell phone charging ability. It can mean the difference between life and death for newborns, children and adults. The Rotary Club of Moorestown has been approved for a District 7500 grant to send a third solar suitcase to the Gambia ... this one, to the Bambera village clinic in Foni Bondali District. Bambera clinic has no source of power for the 2,000 residents it serves. Located eight kilometers from the main road, the village relies on donkey and horse carts for transportation.

Each solar suitcase costs \$2,500. There are still more than 25 Gambian villages without electricity.

— Micki Ginsberg, RC of Moorestown NJ, D-7500

#### District Grant Improves Local Hiking Trails

A few years ago, a major storm washed out the bridge that linked two sections of hiking trails in the Margaret Lindley Park in Williamstown, MA, a popular recreation area where local families and visitors to the Berkshires can explore nature for free. The Conservation Commission asked the local Rotary Club of Williamstown for help replacing the bridge, restoring access to the trails and their educational signs. With the help of funds from a D-7890 2015-16 District grant and Rotary volunteers, a new, improved bridge was constructed with wheelchair-accessible ramps. The bridge has Rotary signage, increasing the club's visibility.

—Sue Klock, D-7890



## Building Peace

Rotary and the United Nations have a long history of working together and share similar visions for a more peaceful world.

In 1945, nearly 50 of the 800 delegates representing their governments at the San Francisco Conference to draft the UN Charter were also Rotarians. The role of Rotary clubs in promoting understanding among nations, providing a platform for dialogue, and creating positive change in communities around the world provided valuable support for the newly established United Nations.

Rotary and the United Nations have since built a strong and productive partnership. The Global Polio Eradication Initiative, formed in 1988, is a public-private partnership that includes the World Health Organization and UNICEF, along with other key agencies.

Rotary holds the highest nongovernmental consultative status with the United Nations Economic and Social Council, which oversees many of the UN's specialized agencies. Rotary maintains ties with the United Nations and other organizations through its network of 31 representatives in 15 capital cities around the world. Rotary representatives, including two youth representatives, serve as unofficial ambassadors, meeting with colleagues to share information and opportunities for collaboration.

Rotary's representative network is active at the UN offices in New York, Geneva and Vienna, and the Economic Commissions for Africa, Asia, Western Asia, Europe and Latin America. Rotary also has representatives at UNESCO, UN-HABITAT, the UN Environmental Program, the Food and Agricultural Organization, World Food Programme, UNICEF, World Health Organization and the World Bank.

## Rotary UN Day

### Join the Big Apple Celebration: November 12



Rotary International/Monika Lozinska

Rotary Day at the United Nations is an annual event that celebrates the joint efforts of Rotary and the United Nations, to inspire further collaboration for a sustainable world. Rotary Day at the United Nations will occur on Saturday, Nov. 12.

Organized by the Rotary representatives to the UN in New York and attended by more than 1,500 Rotarians, Rotary youth program participants, UN officials, representatives of humanitarian organizations, friends and guests, this event showcases the many ways that clubs and Districts can make a positive impact in their communities while addressing some of the most pressing international challenges.

In keeping with Rotary President John F. Germ's theme, Rotary Serving Humanity, and with the UN's Sustainable Development Goals, this year's Rotary Day at the United Nations focuses on the theme, "Responsible Business, Resilient Societies." Participants will engage in learning how Rotary, in partnership with the business sector, nonprofits, and the international community, is promoting stable and peaceful societies through equitable economic development.

Breakout sessions will provide spotlights on Innovation, education, the ultra-poor, partnerships, women's issues, and youth. Each breakout session will facilitate presentations by global experts from the corporate sector, the United Nations, and civil society.

Please visit [www.RIUNDay.org](http://www.RIUNDay.org) to learn more about event details including ticketing.





## Calendar of Events

**Sunday, October 23, 2016** — TRF Centennial Celebration Concert and Dinner in Cleveland, Ohio, the hometown of Arch Klumpf. FMI: [www.trf100.org](http://www.trf100.org)

**Monday, October 24, 2016** — World Polio Day. Check out the possibilities at <http://www.endpolio.org/worldpolioday>

**Saturday, November 12, 2016** — Rotary-UN Day: [www.riunday.org](http://www.riunday.org).

**January 15-21, 2017** — International Assembly, San Diego, CA.

**Thursday, February 23, 2017** — World Peace and Understanding Day.

**Saturday, April 1, 2017** — Duke/UNC Peace Symposium, Chapel Hill, NC.

**Wednesday, April 12, 2017** — AKS Canada Day, Evanston, IL. See article page 2. FMI: <https://sway.com/X8ccz3Dw76akpVNO>

**Wednesday, April 26, 2017** — District 7980 Centennial Celebration, Omni Hotel, New Haven, CT. FMI: Colin Gershon, [CMG@gershonmail.net](mailto:CMG@gershonmail.net)

**Monday, May 15, 2017**—Deadline for applications for 2017 Donald MacRae Peace Award. See Zone website for details and application form.

**Sunday, June 11, 2017** — Beyond Borders Dinner, Atlanta Aquarium. Register: <http://tinyurl.com/BBD2017>.

**June 10-14, 2017** — 2017 Rotary International Convention, Atlanta, GA. FMI: [www.riconvention.org](http://www.riconvention.org).

**October 16-22, 2017** — Zone Institute, Hartford, CT. **SAVE THE DATE!**

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

**June 24-27, 2018** — RI Convention, Toronto.

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

**June 7-10, 2020** — RI Convention, Honolulu, HI.

**June 13-16, 2021** — RI Convention, Taipei, Taiwan.

## Presidents-elect Training

### 2017 PETS Set for Success

Do you have a President-elect who can't make your District's PETS training? These Districts are planning PETS training events and the Governors-elect responsible would be pleased to welcome another participant. Check out the date and location, call the contact, and pre-register, usually via the District website.



#### February 4, 2017

District 7070 PETS  
Oshawa Golf & Curling Club, Oshawa, ON  
Neil Phillips, [nphillips@dgn-marketing.com](mailto:nphillips@dgn-marketing.com)

#### February 23-24, 2017

Mid-Atlantic PETS  
Districts 7390, 7430, 7450, 7500, 7640  
Valley Forge Casino Resorts,  
King of Prussia, PA  
Chair Gary Fedorcha, 1-610-360-0420  
[www.mapets.org](http://www.mapets.org)

#### February 24-26, 2017

Pacific Northwest PETS: Nine Districts including 5010, 5040, 5050, 5060  
Doubletree Hotel, Seattle, WA  
Hal Kibby, 1-541-602-2205  
[www.pnwpets.org](http://www.pnwpets.org)

#### March 3-4, 2017

Multi-District PETS: 7070, 7080, 7090  
Bank of Montreal Learning Center,  
Toronto, ON  
Brian Carmichael,  
[bacarmichael@gmail.com](mailto:bacarmichael@gmail.com)

#### March 4-5, 2017

District 7040 PETS  
Ramada Inn, Cornwall, ON  
Paul Raino ([akelar@charter.net](mailto:akelar@charter.net)) or

Drew Antrobus ([dantrobus-rotary@hotmail.com](mailto:dantrobus-rotary@hotmail.com))

#### March 9-11, 2017

Northeast PETS: Districts 7780, 7850, 7870, 7890, 7910, 7930, 7950, 7980  
Sheraton Hotel and Convention Center, Framingham, MA.  
PETS chair Jim Fusco, 1-978-340-0823  
[www.rotarynepets.org](http://www.rotarynepets.org)

#### March 17-18, 2017

District 5360 PETS  
Calgary, AB (venue to be determined)  
District Administrator Charlene Bearden,  
[Charlene@rotary5360.ca](mailto:Charlene@rotary5360.ca).

#### March 17-19, 2017

District 7790 PETS  
Saint-Georges, QC, at Le Georgesville.  
PETS chair Elaine Toussaint,  
[etoussaint@videotron.ca](mailto:etoussaint@videotron.ca)

#### April 1-2, 2017

District 6330 PETS  
Sarnio, ON  
Martin Ward, [martin.a.ward@gmail.com](mailto:martin.a.ward@gmail.com)

#### April 7-9, 2017

District 7010 PETS  
Clarion Resort in North Bay, ON  
Registrar: Bill Hagborg,  
[bhagborg77@gmail.com](mailto:bhagborg77@gmail.com)

### Rotary Coordinators

Lynda Ryder, Zone 24 East  
lryder@silicates.com  
Jackie Hobal, Zone 24 West  
jackiehobal@gmail.com  
Karien Ziegler, Zone 32  
karien@karienziegler.net

### Regional Rotary Foundation Coordinators

Duncan C. Conrad, Zone 24 East  
duncanconrad@eastlink.ca  
Betty L. Screpnek, Zone 24 West  
bettyscrepnek@gmail.com  
Ronald Smith, Zone 32  
rsmith.rotary@gmail.com

### Public Image Coordinators

Tanya Wolff, Zone 24 East  
pdgtanya@gmail.com  
Sean Hogan, Zone 24 West  
shogan@buckleyhogan.com  
Dan Ceglia, Zone 32  
Dceglia.sbm@gmail.com

### End Polio Now Coordinators

Karen L. Oakes, Zone 24 East  
Oakes.kl@sympatico.ca  
Pat Killoran, Zone 24 West  
Killoran.rotary@shaw.ca  
Carol Toomey, Zone 32  
carolrotary@aol.com

### Endowment/Major Gifts Advisors

Richard Levert, Zone 24 East  
richardlevert@levert.ca  
Chris Offer, Zone 24 West  
ChrisOffer@live.ca  
Mac Leask, Zone 32  
mac@leaskbv.com

### Zone Newsletter Editor

Marty Peak Helman  
martyrotary@gmail.com

### Website Administrator

Hans Granholm  
hgrdane@telusplanet.net

### Zone Directory Editor

B.J. Metz  
bjmetz@metzcompany.com

### Zone Facebook Administrator

Kevin Hilgers  
wave@telus.net

## Membership Matters

### Meet Your Coordinators and Advisers!

by Bryn Styles, Rotary Foundation Trustee

One of the roles I have been asked to assume this year is that of Moderator of the Rotary Leadership Training Institute and of the Endowment/Major Gift Advisor Leadership Training. This is the training that prepares our Zone coordinators for their various roles. There are several types of coordinators:

- ◆ **Rotary Coordinators** (RCs) – experts on Rotary International, membership, Rotary Club Central etc. – with assistants.
- ◆ **Regional Rotary Foundation Coordinators** (RRFCs) – experts on the Rotary Foundation including grants, Annual Giving etc. – with assistants.
- ◆ **Rotary Public Image Coordinators** (RPICs) – experts on promoting Rotary public awareness.
- ◆ **Endowment/Major Gift Advisers** (EMGAs) – experts on major gifts and bequests to our Rotary Foundation.
- ◆ **End Polio Now Zone Coordinators** (EPN Coordinators) – experts on the status of polio eradication and encouraging support of Rotary's eradication efforts.



Zones 24 and 32 have been fortunate to have very talented Rotarians in each of those roles. They are there to help Districts and clubs understand what the goals of Rotary are and what tools are available to help reach those goals. We encourage all of the Coordinators and Advisers to work as a team. In many instances there is a potential overlap of responsibilities and these individuals decide who is in the best position to help clubs or districts.

But as much as the Zone group is a team, every District and Club is a part of that team as well. Many of these Coordinator groups go to a considerable amount of time to organize educational events for Districts and clubs to attend. Some could be in person and others could be online. I would encourage all Districts to ensure that their District leadership team attends these events.

I would also encourage those that attend the events to then share that information down the line. Each District should organize seminars related to the different areas of expertise and encourage their club leadership to attend. The various Coordinators or their assistants can assist you with various District events. These events tend to be not only informative but an opportunity to meet and enjoy fellowship with others from around your district.

One of the biggest concerns I hear from Rotarians is lack of education and information. Our teams are trying to provide that information but there is a responsibility on the part of Rotarians to participate. I would urge you to contact the Coordinator or Adviser in your area and express an interest in participating in the next educational event. Or ask them if they can attend your club or district. Utilize the resources that are there and your clubs will become stronger and your members more engaged. Good luck!

*Looking for one of your Coordinators? Their names and contact information are shown at left and run every month in this newsletter. Give them a shout — they'd like to hear from you.*



## Membership Matters

### The Good That We Do Lives on

by Michael Liddicoat, Rotary Club of Yakima, District 5060

As District Governor, Vern Nielsen has spent the last two years preparing to motivate and guide the 60 clubs in District 5060. The news of his cancer should have changed Vern's plans. After all, his is a particularly aggressive form of pancreatic cancer. The survival rate for this disease is about 20 percent within 12 months. Vern is in month five.

When Vern Nielsen stood in front of our Rotary club as District Governor and announced that he has pancreatic cancer and will probably not see the end of his term and then said he had an "ask," you expect this to be the mother of all asks. In Vern's case, he asked us to talk. No back-breaking projects, no huge fund raisers, no world unity events. Vern asked that we talk with our friends about what we do as Rotarians.

Vern believes that Rotarians don't talk enough about what we do. Rotary International partners with some of the largest organizations and non-profits in the world. Rotarians have raised millions of dollars to do the work we do. Tyrants and governors in war-torn countries have called ceasefires to allow Rotarians to bring aid to their people. Despite all this, Rotarians have been a dying breed for the last few decades. Each year there are fewer and fewer Rotarians in our communities. And Vern Nielsen believes that Rotarians don't talk enough about what Rotarians do.

All Rotary clubs meet once a week. Guests are always welcome but few come for more than one or two visits. There is a disconnect between the weekly gatherings and the work Rotarians do. It's difficult to describe how your Rotary club has impacted your community. We don't like to boast about the work we've done. When we build a bus stop for those that need shelter, we don't ask for a thank you. We know that it's being used and that's enough for us.

It's friends who often help us reach understanding. In the time leading up to Vern's role as District Governor and before his diagnosis, he went to many trainings and events. Before one of these a very good friend of his approached him and said, "So Vern, I hear you're going to be the grand pooh-bah of Rotary." This friend had watched Vern leave many evenings to volunteer, go to trainings, and fly out of the country all in the name of Rotary. This friend looked at Vern and said, "What is Rotary,



anyway?" Vern was speechless. His friend didn't know about the most influential activity in Vern's life! The group that had demanded so much of Vern but provided him with innumerable opportunities to better his community and himself was a foreign word to this friend.

"I knew in that moment that we Rotarians need to tell others about the good we do. We need to be our own public relations. We need to speak up about what we do. Not so that others will join us, but so that others will *know*."

At the end of Vern's speech, we stood and applauded. I applauded for his insight into what we as Rotarians should do to help our communities. How it was our small contributions could change the world economy or improve the lives of others. I applauded for a man who openly

admitted that in four days the drugs that would be coursing through his body would make him into a different man. A man weak and debilitated. A man unable to carry the burden his title brought with it. A tear came to my eye. Before me stood a Rotarian. A member of a small group of individuals who are striving to make the community better. For years I, too, have called myself a Rotarian. I wondered how many of my friends know what Rotary means to me.

Should I walk into the doctor's office tomorrow and be informed that I too had stage 4 pancreatic cancer, would I behave like Vern Nielsen? The motto of "Service Above Self" is a very nice thing to hang on our meeting wall. Would I be able to live up to that motto if I faced Vern's choice? I don't know.

I do know that before me on that day stood a man who was happy. He has had a full life that is potentially being cut short by a terrible disease. What else would Vern have accomplished if he were given more time? That thought is not on Vern's mind. Doctors cannot tell him how many days he has left. The treatments he receives are meant to make them as numerous as possible. The time he is given by this treatment will be spent doing the thing that means the most to him. Vern will tell others he is a Rotarian. He is the man who built toilets in countries you haven't heard of so that little girls wouldn't be embarrassed by their periods and could continue to stay in school. He is the man who helps put jam on toast so students can have a meal before school starts. Vern Nielsen is a Rotarian. His personal motto is the same as every Rotarian, "Service Above Self."

### Off to Boot Camp for Public Image Training

*By Sean Hogan, Zone 24 West Public Image Coordinator*

Join Leaders. Exchange Ideas. Take Action.

That's the philosophy behind District 5050's Public Image Boot Camps. The Boot Camps are a series of three hands-on, practical sessions to empower club Rotarians with the information and skills to tell Rotary stories.

The first session, held in September, was a sold-out success and focused on public marketing skills and strategic planning for media campaigns. The two remaining sessions being held in October and November will focus on using ClubRunner and on Facebook/social media.



These topics were identified by District 5050 Rotarians in the Public Image Survey held earlier this year.

Ken Miller, Assistant RPIC from Anchorage, Alaska (District 5010) kicked off the Boot Camp with a session on Personalizing The Rotary Story. "Stop thinking like a marketer trying to sell Rotary. Focus instead on why people should care about what Rotary and your club has to say. Be persuasive and appeal to emotion — pretend that you are talking to a new friend over a drink or coffee."

Ken also stressed the importance of knowing your audience and tailoring the message, and noted that stories are more than words. "It is how you communicate your message and how you connect with your audience."

Other speakers then led sessions on topics including Developing a Strategic Marketing Plan, Understanding Your Audience -

Internal & External, and Working With The Media. Both traditional and social media were included in the discussions.

Just as important as the speakers, every session included a small group exercise where participants began to put the advice and tools to work.

The Boot Camps are a pilot project designed as a model for other Districts to hold their own public image training.

The materials are available for any District, and the sessions are being videotaped. Short clips will be produced for marketing



and training purposes so that any Rotary member, club or District can use them for training and for promotional purposes.

District Public Image Chairs Peter Roaf (District 5040) and Lindsey Lam (District 5370) also took part in the session, to see how the Boot Camp concept might be applied in their Districts.

The Boot Camps build on the results of the Public Image surveys, created by Rotarian Mike Reddington. The surveys have shown that there is a desire by Rotarians for training on public image, on using their websites and Facebook pages, and for promoting their projects and fundraisers. The surveys also show that members want their clubs to work with other local area Rotary clubs.

The Boot Camps provide that knowledge, and help local clubs build those teams.

*If you are interested in holding a District survey, or would like the District survey results, Boot Camp training materials and videos, as well as getting assistance to hold your own Boot Camps or similar training, contact RPIC Sean Hogan at [shogan@buckleyhogan.com](mailto:shogan@buckleyhogan.com)*