



Consumers and Consuming Rotary



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The answer to the question of how early Rotarians consumed Rotary is pretty easy. It was through our traditional clubs centered around a meal and back then it was typically lunch or dinner. The advent of breakfast clubs was a bold experiment to widen our appeal to those who could not fit into what then was our typical model of delivery, how we were consumed.

My own early exposure to Rotary was through my Dad's Rotary Club. It was a large lunch club. Consumer patterns were different then. I remember listening to baseball games on the radio with my Dad. Now, while many still attend games or watch on TV, a large segment of sports enthusiasts of all types consume sports via social media, on highlights shows, or streaming over the internet. Back then TV was three major networks and some UHF channels, now it's hundreds of channels and numerous ways to view offerings from TV's to computers to handheld devices.

Take a look at retail. Oh my, how times have changed our consumer patterns. Brick and mortar stores will probably always have a place, but look what online buying has done to the way we consume retail products. You can look at almost any area of your life and see, feel, and measure how dramatically the change has been in how you consume information, products, and services.

So why would it be any different for Rotary? It isn't. Because of that we have seen the advent of new consumer products such as E-Clubs, Passport Clubs, Satellite Clubs, etc. New ways to engage with us. New ways to be a Rotarian. All of this because we are adapting and reacting to how folks of today want and need to consume Rotary.

But it's not fast enough! In spite of all of the evidence and examples around us of how dramatically the consumer landscape has changed, many of our membership have a blind spot when it comes to seeing the need for that to happen with us. Many are stuck in how Rotary used to be consumed, totally not hearing or seeing how folks are telling us and showing us how they want to or need to consume Rotary. We say we aren't our grandfather's Rotary, but in far too many instances, we still are.

This isn't a conversation about what is right or wrong. It is a conversation about what is. We need a dramatic increase in the number of our new consumer products. (See above and get ready because some of our new consumer offerings haven't even been invented yet) We need it now. We need it in your districts and all across Zones 24 and 32. It is how we will grow. It is how we will thrive. It is how we will stay relevant. It is how we will be able to serve more people and more communities here and around the globe.

If you're reading this, you're part of the solution. Take the lead in your club or your district or at the very least don't get in the way of those who will. Reach out to the Rotary Coordinators and the numerous resources available to you in the left columns of this newsletter. Back in the day one size fit all. Not anymore. Not today. Not now. Our consumer product line needs to scale up. We can't afford to have a blind spot to how folks of today want or need to consume Rotary. We need to meet them where they show up, not expect them to find us where we are. We need you to maximize the offering of new Rotary consumer product models in your districts.

Click on this link <https://vimeo.com/channels/rotarymembership/284246603> to listen to a webinar that was broadcast last week called "Building New Clubs Together". Share the link with your clubs and with your district membership folks. We can do this. We MUST do this. How can you help us to grow membership by adding new Rotary consumer products near where YOU consume Rotary?

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People Coming Together

How can a club add 14 members in 2 years?

By Mike Slovak DG 18-19, District 7210



Membership retention and recruitment is a focus for every Rotary club. So, what has a 92-year-old club in a small town with 53 members done to add 14 new members in two years? That is exactly what the Rotary Club of Avon, NY did last year.

It starts with the meetings. They always make sure the meetings are filled with fun and fellowship in addition to being informative, productive and purposeful. Their vibrant and action-oriented culture allows their new members to really find their niche and pave their own way as a Rotarian. They make it possible and necessary for their membership to shape the club to what they want it to be. For example, one of their newer members saw an opportunity a few years ago to create an additional fundraising event, the Avon Rotary Blue Jean Ball, that would not only allow their club to donate \$5,000 or more each year to selected community organizations, but also would both get their newer members more engaged and have another fun event to share with their community.

The success of this event, and the focus their Club leadership has on being hands-on, spurred another new initiative to create In-Meeting Service Projects. These projects are quick to do and are completed during the course of a regular meeting. While they are short in duration, they are big on impact. They have provided pajamas, books and no-sew blankets to underprivileged children during Christmas time, put together and donated 65 "Party in a Bag" kits for people who utilize the services of their local Food Pantry, so they can provide a full birthday party for their kids, prepared care packages for their homeless veterans through the Veterans Outreach Center, and more. They often will invite prospective members to meetings where they are completing an In-Meeting Service Project, so they can get the hands-on experience of Rotary.

The hands-on aspect is something that runs strong through their club. Their Avon Rotary Corn Festival is a wonderful example of that. This is an event that requires 8 months of preparation and participation from every member to ensure its success, which can be anything from melting butter for the corn on the cob in their Rotary corn booth or helping the craft vendors unload their cars and set up their tents along Main Street. They enjoy working shoulder to shoulder with each Rotarian and volunteer to provide a venue for the community to gather and other organizations to prosper.



The success of this major fundraiser also allows them to give back to both their local and global communities. One project in particular has had a major impact on their club – their support of



building schools in remote villages in Nicaragua. Because of the success of the Corn Festival they are able to help fund and build schools for children that otherwise would not have a safe, dry place to learn. Being able to support the building of 4 schools has given additional purpose and value to their club's hallmark event.

With their focus on community, fellowship and service, they have been able to maintain a strong and active club for almost a century. That legacy has allowed them to attract the next generation of Rotarians and live up to this year's theme of "Be The Inspiration".

Rotarians Acclaimed for their Efforts to Build Peace



Bill Gray, Zone 24's Donald MacRae honoree, has been the primary contact and frequently the chief fundraiser for at least 33 Rotary projects, including 14 Matching Grants and 15 Global Grants. He has forged close relationships with Rotarians in India, Uganda, Pakistan and Kenya. Bill's understanding and relationships in these countries have assisted other Rotarians to develop their own relationships and projects. For Bill, a source of particular pride has been successfully facilitating a project that has involved Indian and Pakistani clubs working together on a Global Grant.

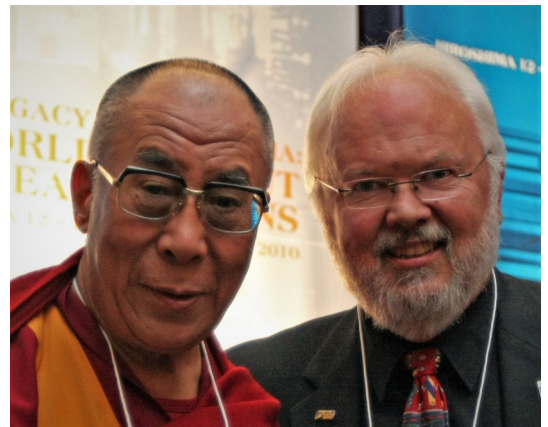
Rotary fellowship and service projects have taken Bill to Barbados, Guatemala, Kenya, Uganda, India, Sri Lanka, Egypt, Nigeria, El Salvador, Rwanda, Gabon, Tanzania, Pakistan and Russia. He led a Group Study Exchange team to District 3660 (Korea) in 2001.

Bill was a country coordinator for Reach Out to Africa, and he has served as board member for both the Rotary Action Group for Microfinance and Community Development and for Rotary HIP (Honoring Indigenous Peoples). He also led the Shelter Box program in District 7040 for several years.

Bill joined the Cataraqui-Kingston Rotary Club in 1994 and served as Governor of District 7040 in 2011-12. He served Zone 24 East as Endowment/Major Gift Advisor from 2013-15. Bill and his wife Nancy are charter members of the Bequest Society and members of the Arch Klumph Society. They are committed supporters of the Rotary Peace Centers. Bill was honored with the Service Above Self Award in 2014.

David T. Ives is Zone 32's Donald MacRae selectee. David, who joined the Rhinebeck Rotary Club in 1990, was executive director of the Rotary Peace Forum back in 1987-89. In that capacity, he traveled around the world setting up conferences on peace issues and human rights. He found time to form Rotary Clubs and Interact Clubs in many of the nations he visited.

It was when he met Oscar Arias, former President of Costa Rica and recipient of the 1987 Nobel Peace Prize, that an idea was born: an association of Nobel Peace Prize winners and an annual conference at which they could share their experiences and efforts.



David helps advise and direct the resources of over two dozen Nobel Laureates each year, and he is often called upon by world leaders including Jimmy Carter, Oscar Arias, Mikhail Gorbachev and the Dalai Lama to assist with peace building projects around the globe. He sees this as an opportunity to take the counsel of great leaders and quiet sages to create true power -- not the power of weaponry and industry but the power of compassion and service.

David is executive director emeritus of the Albert Schweitzer Institute at Quinnipiac University, where he also serves as adjunct professor of political science, philosophy and Latin American culture. David's resume includes a decade as executive director of the Louis August Jonas Foundation. Earlier in his career, he was a Peace Corps volunteer to Costa Rica, and through the Carter Center, he has served as election monitor in Guatemala, Venezuela and Nicaragua.

David was a 2016 Nobel Peace Prize nominee.

It's 2018, and Rotary International has an All-Male Board. Why?

By Mary Lou Harrison, 7070 District Governor 2018-19

Almost a year ago, Rotary International had the sad task of choosing two Rotary International Presidents at once. Sad because Rotarian Sam Owori of Uganda died just weeks after being elected as RI President-Elect. However, there was a great deal of hope that a silver lining could be found in this tragedy. Since a President now had to be selected for both the 2018-19 and the 2019-20 Rotary years, perhaps one of them would be a woman, the first in Rotary's history.

This was not be. Barry Rassin, our current RI President, from the Rotary Club of East Nassau, New Providence, Bahamas, was chosen for the 2018-19 Rotary Year, and Mark Daniel Maloney, from the Rotary Club of Decatur, Alabama, USA, was selected for 2019-20 Rotary Year. Two highly qualified leaders, but neither a highly qualified woman.

The reaction online, in the editorial pages of *The Rotarian*, and in conversations between Rotarians and their family and friends (if mine are anything to go by) was strong. The reaction was even stronger at the end of June 2018 when *The Rotarian* published the picture of the all-male Board of Directors on Facebook. Not only did we not have a female RI President in the leadership chain, there were no women on the 2018-19 Board of Directors. There will be only two on the 2019-20 RI Board.

Instead of playing the blame game, let's look at why this situation exists and start making the changes and calling for the changes that can help us reflect to the world the diversity that is Rotary International. We can start by reading the article in the August *Rotarian* called "[Could you be the next RI President?](#)" I want you to know that I wrote to the magazine's editors suggesting this article. Maybe others did too. The article is not as honest and frank as I would have liked, but it's a start.



Next, take a look at [this overview](#) I wrote about how the RI President and RI Board Members are chosen. The information our constitution and by-laws provide is minimal and is not easy to follow. I think that transparency on this issue is key. The more that is known about the process through which leaders are chosen, the better. It is sometimes said that knowledge is power. I prefer to phrase this as knowledge is access.

When you look at the selection process for these top positions, it will be clear that we need more women members, Presidents, Assistant Governors, and District Governors to create a larger pool of women eligible to be an RI Director. The more Past RI Directors who are women, the more who are eligible to be chosen as RI President. To date there have been only 10 female RI Directors, one has died, and one is sitting on the Nominating Committee for the 2020-21 RI President. That leaves only eight who could be considered if they were all willing to let their names stand.

Aside from increasing the pool of qualified female candidates, I believe that we need to look at what our leaders at the top can do because I think we have a significant problem with our corporate culture. To this end, I have suggested that Rotary International engage a consultant to help us increase our diversity all kinds within our leadership. To his credit, current RI Director, Rafael "Raffy" M. Garcia of the Philippines, took up my suggestion and will present the idea at the next meeting of the RI Board in October. I recommended that [Catalyst](#), with its board diversification programs, would be a good place to start.

Top and bottom, we all have work to do!

It's 2018 after all. Time to shake things up! Time to "Be The Inspiration."

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Strategic Planning - The route to success

By W. (Bill) Robson, Zone Coordinator, Zone 24 West

Together, we see a world where people unite and take action to create lasting change — across the globe, in our communities, and in ourselves.

What you see above is Rotary's new Vision Statement, but is it that simple? Can we simply write a Vision Statement and it will become fact? No! Of course not. Like everything else in life, we must work, and work hard to make things happen. This is where strategic planning comes into play. This new vision statement can help us set a future course so that our organization can not only survive but thrive in the years ahead. However, like all things in Rotary it starts at the club level.

"Over 28,000 Rotarians, Rotaractors, and alumni participated in the 2017 triennial strategic planning survey, "Your Vision for Rotary's Future." The survey gathered and evaluated respondents' opinions on Rotary and what they would like to see in Rotary in the future. Much of the information was collected by asking participants about their ideal organization. Though the report focuses on Rotarians' level of satisfaction, it concludes by comparing Rotarians' ideal organization with those of Rotaractors and alumni."

The results revealed some challenges:

- Younger Rotarians, female Rotarians, Rotaractors, and alumni desire a higher percentage of younger and female members than Rotary now has.
- Transparency and accountability are top priorities, but a quarter of respondents say Rotary lags in this area. Questions about Rotary, overall and within clubs, indicate that ineffective communication methods contribute to transparency complaints.
- More strategic planning by Rotary clubs might improve members' satisfaction and their optimism for Rotary's future.
- A significant percentage of Rotarians are frustrated with the pace of change. Not only Rotaractors and alumni but also a growing number of Rotarians choose the environment as a chief cause for their ideal organization.
- Many Rotarians would like their clubs to take part in more community service and international service projects.
- Results suggest that some clubs do a poor job of involving Rotarians in projects and activities, which can lead to member disengagement and attrition.

So how do we overcome those challenges?

Many clubs and even some districts across our Zones have conducted Visioning Sessions, like the ones pictured here



You can see the 2017 survey in its entirety here:

<https://my.rotary.org/en/document/strategic-plan-survey-results-2017>

It is apparent from various websites that many, many clubs and districts have already embraced the idea of Strategic Planning, some for several years now. But, I would suggest that given the *decline in membership over the past few years in North America that all clubs and districts need to pursue this course of action*. Now, I realize that I am preaching to the choir here and we all know what needs to be done but it needs to be done now. Sincere congratulations to all of those clubs and districts that are ahead of the curve and encouragement to the rest. If your club or district has not yet begun the visioning process do not hesitate to contact either your Assistant Governor, your Zone Coordinator or your Assistant Zone Coordinator.

Kids helping kids!

By Michelle Peters, Rotary Club of Brockville, D7040

Students from the EarlyAct Club of Vanier Publication School in Brockville, Ontario, Canada, D7040 had a busy spring learning to make quilts. EarlyAct is a school-wide service club for students aged 5-13 and it is sponsored by the Rotary Club of Brockville. Teacher and Rotarian, Michelle Peters learned about this club while on Group Study Exchange (GSE) to Brazil in 2011. Since the inception of this club, many other EarlyAct Clubs have formed across District 7040. The purpose of the club is to engage students in character-building activities that will benefit others in the school, local and global communities.

This past spring, students partnered with volunteers from the Thousand Islands Quilters' Guild and completed three lap quilts to donate to Ronald McDonald Houses in Canada. For the Canada 150 celebration, the Canadian Quilters' Association put out a challenge to Canadian guilds to make 1000 quilts for kids in care at Ronald McDonald houses. Over 88 guilds jumped on the project with hashtag #bigquiltbee and began piecing 12.5 by 12.5-inch blocks in preparation for the 4-day quilting bee in June 2017 at Quilt Canada. Each slab block had to include at least one piece of Canada themed fabric.

The results were astounding! Over 2000 completed quilts were made and still there were hundreds of unused blocks. So, when the offer was sent out for guilds to receive blocks to use however they wished (finished product had to be for a charitable purpose), the Thousand Islands guild was eager to stay involved with this project.

About a dozen members collaborated with 3 groups of grades 4, 5 and 6 classes to make one quilt per class. The students decided they should be given to Ronald McDonald houses.

First, each student selected a slab block and were introduced to basic design tips for block placement. Each class collaborated to place the blocks on a design wall.



Next, volunteers spent many hours working with small groups of students teaching them how to use a sewing machine, how to piece blocks into rows, how to make binding, and how to quilt straight lines with a walking foot.

Students were so proud of the results.



This project was very rewarding for students and guild members. So much "sew", that the guild has decided to start a mentor program this fall to work with small groups of students to teach them basic quilting skills.

Service Above Self starts young at Vanier Public School. We can all be the inspiration, no matter our age.

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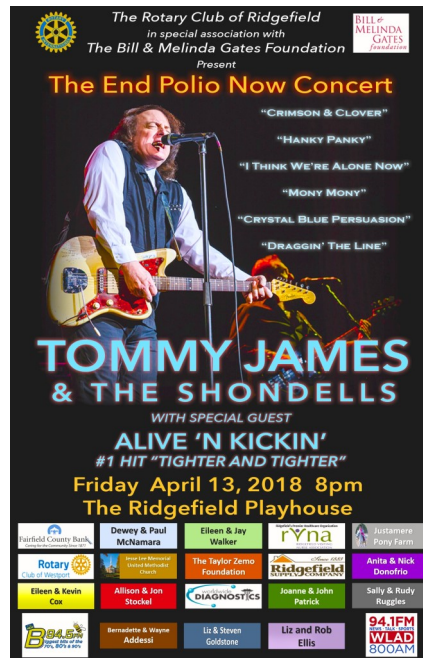
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Ridgefield Club Rocks to End Polio

By: Annemarie Mannion, Courtesy of The Rotarian



As a packed audience sang and danced to “Crimson and Clover,” “Mony Mony” and other top hits from Tommy James and The Shondells, the Rotary Club of Ridgefield, Connecticut, D7980, was coming up clover too. James headlined the club’s April 13 End Polio Now Concert, which raised \$220,000, the largest amount for a single fundraiser in the club’s history.

Robert Herber, club past president reached out to Ridgefield resident Brad Joblin, a music producer who had a connection with James through work earlier in his career at “Late Night with David Letterman” and with Dick Clark.

“Robert came to me and said he wanted to do something big,” Joblin says. “He didn’t want two guys with acoustic guitars

playing in the park. I wanted it to be huge, too. I suggested Tommy James and the club agreed.” With James booked, the club was off and running. It had just four months to prepare for the concert at the Ridgefield Playhouse, where Joblin is a Board Member.

“We said, ‘Well, it’s a gamble, but let’s go,’” says Sue Manning, who was among four Rotarians who took lead roles in various efforts including nailing down business sponsorships, publicizing the event, organizing a live auction and planning logistics. They also had 500 tickets to sell at \$99 each.

“Everybody came together,” Manning says. “You really need to pump it up to get that kind of money.” “The team was small, but the resources were stellar,” adds Herber.

The match from the Gates Foundation helped convince 19 businesses and families to kick in \$2,500 each for sponsorships. Sponsors also were invited to a reception with James and received a signed copy of his book “Me, the Mob, and the Music: A Helluva Ride with Tommy James & the Shondells.”

Rotarians got the word out via traditional and social media and, as concert day approached, a local radio station donated free air time for ads, which helped ensure the concert was a sell-out. Herber notes that the money raised in one night, including the match, exceeds the club’s total contributions made to The Rotary Foundation over the 75 years since the club was founded in 1941. Just like the Rotarians, James enjoyed being part of all the good vibrations the concert created.

“It was heartwarming to see the beautiful town of Ridgefield come together in support of such a worthy global cause,” James says. “It was a remarkable evening for me, which I will never forget.”

While Joblin played a vital role, he gives credit to the Ridgefield club for making the event such a success. “It exceeded all expectations. That was because of the power of the Rotarians to go to the community for support, and the community responded.”

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Modest Dollar Investment Yields BIG Impact

By Karen Oakes, RRFC Zone 24 East

Cardiovascular disease (heart attacks, stroke, and diabetes among others) is currently recognized as a global public health problem. While industrialised countries have shown a decline, cardiovascular disease (CVD) is increasing rapidly in low/ middle income countries (LMIC) and has become a major public health burden in the last 2-3 decades. Indeed CVD is the largest cause of death currently in LMICs in all the continents except Africa. Importantly, 80% of worldwide CVD-related premature deaths (deaths before the age of 70 years due to CVD) occur in low-income/ middle-income countries (LMICs). The magnitude of increase in incidence and prevalence of CVD in the LMIC has major social and economic consequences.

Globally, improved detection, treatment and control of risk factors of CVD as hypertension, diabetes and dyslipidaemia (blood fat abnormalities) are important to halt the progression of CVD epidemic. However the rates of detection, treatment and control of these risk factors are sub-optimal in all countries of the world, but this problem is substantial in LMIC settings. Given the large burden of hypertension and those with risk factors, CVD prevention needs to be largely done in primary care. Primary care physicians or general practitioners in these settings are largely not acquainted with global cardiovascular risk assessment, risk appraisal, risk stratification and in providing evidence based management strategies. It is therefore important to train them to translate the existing evidence on at least the 'best buy' strategies for prevention and control of CVD.

Global Grant Objective:

Develop a core curriculum and an optional curriculum on evidence based Cardio Vascular Disease (CVD) management training for primary care physicians in India. This will be implemented and evaluated in India and later in other Low and Middle Income countries with support from other stakeholders. The ultimate aim is to convert this program into the largest capacity building initiatives in the management of CVD involving multiple countries across the world through innovative strategies such as e-learning.

Partners:

Rotary Club of Gurgaon, India
Rotary Club of Dundas, Ontario
Public Health Foundation India (PHFI)

Funding:

Cash from International Club	\$10,000
DDF International District	10,000
World Fund	15,000
Total Funding	\$35,000

Results: Quotations from PHFI

"National Expert Consultation Meet of Certificate Course in Cardiovascular Disease and Stroke (CCCS) Cycle-I was successfully conducted on 7th and 8th April 2018 at Radisson Blu Plaza, New Delhi. The two day meet had seen participation of Prof. Salim Yusuf representing PHRI and WHF, Prof. D. Prabhakaran from PHFI, Dr. Dipti Itchhaporia from ACC, Dr. Neha Sekhri from RCP and 13 National Experts from different parts of the country. Colleagues from Sun Pharma were present during the meet. We are thankful to all our national experts and our partners for their valuable guidance and support in making this course successful."



We would like to express our sincere gratitude to Rotary International for their unwavering support to the initiative. The news of our esteemed partnership for the CVD and Stroke initiative has now crossed national boundaries and we have received a request from the Pan-African Society of Cardiology who wants to adapt the course for the training of primary care physicians in the entire African region once it has been completely developed. They have already adopted our Hypertension program with current roll out in English, Arabic, Portuguese, French and other local languages".



Rotary NOW! in Montreal!

REGISTRATION DEADLINE SEPTEMBER 10, 2018!

Tamara C Larson, Rotary NOW! Co-Chair

Due to great demand from clubs in Zones 24 and 32, we are including our Interact leaders! Strong Rotaract clubs are built from our dynamic Interact clubs.

Do you have **dynamic 16 to 25 young Rotary leaders** interested in changing the world? Sponsor them to attend **Rotary NOW!** and let them Be the Inspiration in YOUR District!



Registration and conference information can be found here!

<https://portal.clubrunner.ca/50077/sitepage/2018-montreal-conference/div-style-display-none-welcome-div>

During two days of interactive sessions, participants will come together to share thoughts on education and literacy, human rights, the environment, employment, education and literacy, and social justice through innovative working groups, inspirational speakers, service project opportunities and more!

Friday, September 21 is *International Peace Day*. Young Rotary leaders will have the opportunity to learn about Peace Fellowships, Rotary Peace Centers, work with a Rotary Peace Fellow and learn about peace building for generations.

These young Rotary leaders will have the opportunity to network, brainstorm and create lifelong friendships that will bring back energy, enthusiasm and strong vision of a path of change moving forward.

A Rotary NOW! Challenge!

District 5370 is sponsoring TEN young leaders to attend Rotary NOW! in Montreal! We challenge each of you to sponsor a minimum of **FIVE young leaders** to attend. The District with the MOST young Rotary leaders registered by **September 1, 2018** will receive **ONE FREE Rotary NOW! Registration**.

How to sponsor a young Rotary leader to attend Rotary NOW!

Ask your clubs to nominate a young leader in your District and sponsor them to attend

Do an Air Miles or Aeroplan drive to cover travel costs

Have a contest in your District and have young leaders apply and offer District support!

Perhaps there are clubs in your District who have funds that could be allocated to a deserving young leader!

Rotary International President Barry Rassin has set of goal of doubling the number of community Rotaract clubs, increased support for our post-secondary Rotaract clubs and doubling our Rotaract membership. Want to learn how? Join Tamara Larson, Youth Chair, D5370 and Laura Morie, PDG D5370 and Zone 24 Assistant Coordinator at a break out session on *Building Youth Programs and Partnerships for Success!*



Montreal 2018
People Coming Together

Come Together and *Be the Inspiration* in Montreal!

REGISTRATION DEADLINE SEPTEMBER 10, 2018!

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Public Image

By Lawrence K. Furbish, Assistant Rotary Coordinator, Zone 32

Membership is our number one priority, and it needs the attention of every Rotarian, not just club presidents and membership chairs. To help Rotarians focus on the issue and develop specific actions they can take to help our clubs grow, we have created a series of short animation videos covering membership topics. Our goal is for them to be shown at club meetings to encourage reflection, discussion, and action on the part of all Rotarians."

Here is the second animation in the series. It is about a club's public image in the community. Obviously whether that image is positive or negative can have a significant impact on how easy or hard it is to attract new members.

<https://ga.vyond.com/videos/0muledl-W7dk>



Zone 24 map update



Here is a link to the home page article which also shows the changes to Zone 32:

<https://portal.clubrunner.ca/50077/Stories/zones-24-32-maps-update-final>

If the links on this page, or any other page do not work, you may need to copy and paste the URL into your browser.

Calendar of Events

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

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

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

September 19-21, 2019 — Zone 24-32 Conference, Niagara Falls, Ontario, Canada. **SAVE THE DATE!**

January 19-25, 2020 — International Assembly, San Diego, California.

June 6-10, 2020 — RI Convention, Honolulu, Hawaii.

June 12-16, 2021 — RI Convention, Taipei, Taiwan.

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

2023 — RI Convention, Warsaw, Poland.

2024 — RI Convention, Singapore.

2025 — RI Convention, Calgary (tentative).

Find the answers

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

Website: www.rotaryzones24-32.org

Facebook: Rotary Zones 24 and 32

Blog: <http://greatideastoshare.com>

A Fundraiser Doubles as a Service Project

By PDG Marty Peak Helman, Boothbay Harbor Rotary Club

When is a fundraiser also a service project? When it fulfills community needs and raises money at the same time, of course!



For 61 years, the Boothbay Harbor Rotary Club in District 7780 has held an annual Auction/Flea Market. All year long, the club responds to community requests to clear out Grandma's apartment, and collects donations of furniture, bric-a-brac, tools, kitchenware and more. Then, in one incredible morning, the stuff that it took a year to gather is sold to community members expecting a new baby, a daughter heading off to college, a new home, or in the market for a new (to them) boat or car.

The Auction helps community members get rid of stuff ... and makes it possible for other community members to acquire it. And we're not talking small change: This year the Auction grossed \$62,000.

What's the secret of success?

Longevity. Over three generations, the Auction has become part of the fabric of the Boothbay Region. It's much more than a weekend event: A few years ago the Club built a barn to hold the donated items, so members respond to pick-up requests year round, and also have access to sort and weed out well before the auction itself. This also means that Rotary is able to respond to community needs year-round. When, inevitably, a local family is burnt out of their home, Rotary opens up the Rotary Barn to provide furniture and more to help them get back on their feet.



A professional auctioneer works wonders. For more than 25 years, local auctioneer Bob Foster has provided his services gratis. Bob sells 230 items in two hours, and he uses his expertise to get the best price available for the used boats, cars, and furniture sets donated to the Auction.

Specialization is critical. Fifteen years ago, the Auction consisted of two tents: The live auction, and a flea market. Then, several Rotarians established a "Boutique" consisting of the better items in the flea market. Soon thereafter, there were complaints that the women staffing the Flea Market were underpricing "guy" stuff, and the men started their own "Tool Shed" with tools, outdoor and sports equipment. Next, a new Rotarian saw the need for a "Book Tent," and all three of these sales areas, plus the more recent "Children's Tent," have created their own following and attracted larger crowds. Today, a Silent Auction and "Let's Make a Deal" area round out the Auction/Flea Market. All told, these additional tents have increased the Auction's take three-fold.

Focusing on what's critical. About a decade ago, the club realized that the Snack Shack wasn't making enough money to justify the number of Rotarians it took to staff it. Since then, the club has asked one of its beneficiary organizations to take over the refreshment stand and responsibility for their own mini-fundraiser.

A project this size requires tremendous people power, and the 65-member club relies heavily on friends, local Coast Guard personnel, and members of the non-profits that the Club supports to help lug, sort and sell. And because it's impossible to know who's a worker and who's a potential purchaser, everyone who works wears a Rotary work shirt on Auction weekend. A few weeks after the Auction the club turns its regular meeting into a "Volunteer Appreciation Night," and most years a really remarkable volunteer is thanked with a Paul Harris Fellow.

And already, calls are coming in for pickups for Auction 2019. We're ready!

ZONES 24&32 CONFERENCE MONTREAL



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



Have you always wanted to get that Rotary "Aha!" moment?
Need something that speaks to you: I've chosen the right group of people?

Well then, Montreal is for you. Come join us ...it's unexpected.

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

Register today!