



Rotary International Zones 24-32

Beyond Borders



• Bermuda • Canada • France • Russia • United States



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April 2014

A Message from Our Director ...

Over the past two months, I have had the opportunity to visit both Russia and India. These are two vastly different countries both geographically and in Rotary.

I visited three cities in Siberia, ending up at the D-2225 PETS in Krasnoyarsk. The Russian Rotarians are enthusiastic and committed to helping their communities. They are doing projects within their communities that focus on youth with disabilities and orphanages. And they have some international Rotary partners to help them with these projects. The problem is that they need more partners. In Novosibirsk (the fourth largest city in Russia) the Rotarians are working on a community park with access for children with disabilities. In Omsk, they have national disabled swimming champions — but no funding for them to travel to the World championships in France.

India has a different problem. There is solid support for the Foundation in India. We were in two very strong Rotary districts: D-3010 (Delhi) and D-3230 (Chennai). Their donations to the Foundation are very strong. The problem is finding partners to do projects to access the funds from our Foundation. Their local Rotarians are saying why should we support our Foundation but get no partners and no access to funds? The leadership of these districts is willing to help with Global Grants around the world. They want to be partners with the grants that we, in North America, want to do locally.

The Rotarians in India need to be shown that the rest of the Rotary world wants to help.

What this means is that we need to be more creative in helping each other. Gone are the days of the perceived “have” or “have not” areas of the world. We can help each other and be creative in using our Foundation funds. Rotary International is starting a clearing-house called the Ideas Platform. I would urge all clubs and districts to put their projects on the platform and look for partners and see how you can help each other.

We must put old, perceived notions behind us. When looking for partners, make sure you do your due diligence to ensure that your potential partner has a good track record. But then move ahead. Both India and Russia would love to do Friendship Exchanges or any other kind of fellowship to develop a bond between countries. I urge you to be innovative and aggressive in your thinking!

—Bryn

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Membership Matters



The Shoe Store

By Paul Beaulieu, Zone 24E Rotary Coordinator

Recently I met an old friend I haven't seen in years. It was fun to reconnect with Peter. He told me what had happened in his life since the last time we had seen each other. Unfortunately, he shared with me that things were not going well in his retail shoe store — business was declining year after year. He invited me to visit him at his store, which I did when it was time for me to buy new shoes.

When I arrived, I saw that his shoe store was a very nice looking shop with the name prominently placed over the door. I asked myself why the business was not going well in such an appealing location. I walked in, anticipating the pleasure to meet again with my friend and to help him a little by buying a pair of shoes, which I needed anyway.

After saying hello to Peter, I looked around and was surprised by the small number of shoes on display. I did not see the type of classic shoes I was looking for. In fact, some of the shelves were empty. So I asked my friend:

"Peter, are these all the shoes you have?"

"No, I have every type of shoe you need!"

"But I see very few models..."

"Oh," he replied, "the largest part of my stock is in the back room!"

I was completely surprised. So I asked him why he was not displaying all the models he has.

"I prefer to go and get exactly what the clients ask me for. That way I don't have to go many times in the back of the store, yet I'm able to get exactly what my client wants with the very first trip."

"Oh, I understand," I replied.



On my way home I felt sorry for my friend Peter, and I understood why his business was not successful. But suddenly I was struck by the fact that this story reads like the story of many of our Rotary clubs! We invite people to join by telling them all the good things we are doing in our community and in the world, and we tell them also about all the fantastic programs we support. But then, when the new member joins the club, he/she hears no more about the project that had previously excited him. Perhaps the club president mentions it in passing, but too frequently the new member learns that the committee is already at work on the project and there is nothing for him to do. After a few weeks or months, without being involved and not having found what he thought we was joining the club to do, the new member soon departs.

All the programs of that Rotary club are back in the store room, just like my friend's shoe store! Yes the new member could have asked... but to be able to ask you need to know what it is you want. It's up to us to bring all our projects to the front of the store where they can be on display and our members can get involved in those opportunities that excite them most.

A District Plan to Increase Club Vibrancy

1. *Assess clubs, identify needs.* Use a structured assessment tool to take a quantitative snapshot of a club's status. An easy and effective method is the [Vibrant Clubs Assessment](#). It evaluates the 10 best practices of vibrancy. The resulting data helps identify the support needed and provides the foundation for a club development action plan.

2. *Setting the Goal.* Is there a written goal in your District for increasing club vibrancy? By setting specific targets, the resulting action steps will have a clear focus and progress can be measured.

3. *Prioritize Action.* Use the information from the assessment and support needs identified to prioritize. There will be many commonalities between club's needs. Start with the top two or three issues, keeping the action list simple, impactful and achievable.

4. *Putting the Plan into Action.* When the priorities have been identified and goals set, it's time for implementation. Which issues can be handled broadly, through district training sessions, for example? Which will be more effectively delivered via individual club support?

5. *Appoint Champions.* Who should be responsible for the process? A team approach is usually most effective: a coordinator and implementers. The team will also be the process "champions." Passionate about making clubs stronger, they will motivate and inspire others to take resourceful action.

6. *Seek Innovation and Creativity.* Building blocks of vibrant clubs include adaptability to better fit changing member and community needs. Find ways to encourage these steps.

7. *Evaluate progress and follow up.* Every plan can be improved with experience.

Membership Matters



Building Dynamic and Effective Rotary Clubs

By Gayle Knepper, Zone 24W Rotary Coordinator

Supporting and strengthening clubs is the first priority of the RI Strategic Plan. Dynamic clubs foster innovation and flexibility, engage members, are visible in their communities, implement strong service projects and actively support The Rotary Foundation. How would you categorize the clubs in your District?

- ___% *No question – definitely vibrant*
- ___% *Average - not struggling, but not dynamic*
- ___% *Need help to re-vitalize; could be at risk*



What qualities make a vibrant club? Learn the 10 best practices for vitality, identified through a study of highly-effective clubs worldwide in "[Be a Vibrant Club](#),"

Impact of Vibrancy

It is easy to recognize the impact of vibrant clubs in our communities:

- A vibrant club attracts and engages members
- Engaged members support dynamic projects that meet the community's needs
- More dynamic projects lead to increased club visibility
- Visibility leads an increase in the number of project partners and participants, as well as funding support
- More support leads to greater club vibrancy and more members

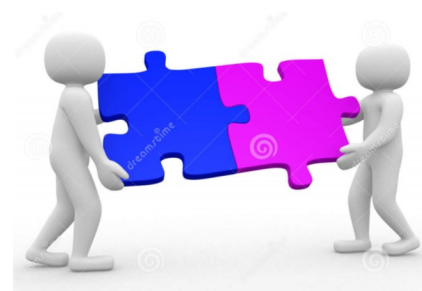
The Relationship Between Vibrant Clubs and Membership

Vibrant clubs possess the strong foundation to achieve the goals in the North American and regional membership plan: a minimum net 3 percent annual increase in membership, retention of 92 percent or more, and adding one new club per District per year while maintaining all existing clubs.

Dynamic clubs fully *Engage Rotary and Change Lives*. As leaders, we know that some clubs in our Districts are highly effective. Others need support, perhaps significant support. From a District perspective, how can we be most effective in that process?

Steps in a District strategy to increase vibrancy of clubs are described in sidebar (left) and include:

- Assess clubs and identify needs
- Prioritize action
- Set goals and make a written plan
- Appoint champions
- Put the plan into action
- Emphasize innovation and creativity
- Evaluate progress, adapt, follow up



If you would like to discuss vibrant club strategies or plan for your District, ideas used effectively in other districts, or resources to use with your clubs, contact the Rotary Coordinator in your region <http://www.clubrunner.ca/Portal/SitePages/SitePage.aspx?zid=22&pid=90613>.

Membership Growth Comparison (YTD 2012-14) and Two-Year History



District	July 1, 2012 *	2013-14 Year To Date				Two-Year Change	
		July 1, 2013*	Feb 5, 2013**	# Change	% Change	# Change	% Change
				July 1 to March 10		July 2012 to March 2014	
2225	489	469	506	37	7.89	17	3.48
5010	1774	1734	1760	26	1.50	-14	-0.79
5040	1524	1514	1542	28	1.85	18	1.18
5050	2744	2604	2666	62	2.38	-78	-2.84
5060	2712	2662	2699	37	1.39	-13	-0.48
5360	2159	2038	2033	-5	-0.25	-126	-5.84
5370	2249	2265	2313	48	2.12	64	2.85
5550	1606	1584	1568	-16	-1.01	-38	-2.37
Total Zone 24W	15,257	14,870	15,087	217	1.46	-170	-1.11
6330	1943	1857	1851	-6	-0.32	-92	-4.73
7010	1580	1554	1591	37	2.38	11	0.70
7040	2075	1964	1983	19	0.97	-92	-4.43
7070	2070	2026	2055	29	1.43	-15	-0.72
7080	1783	1761	1760	-1	-0.06	-23	-1.29
7090	2483	2403	2413	10	0.42	-70	-2.82
7790	1799	1761	1769	8	0.45	-30	-1.67
7810	1233	1200	1184	-16	-1.33	-49	-3.97
7820	1576	1591	1601	10	0.63	25	1.59
Total Zone 24E	16,542	16,117	16,207	90	0.56	-335	-2.03
7210	1727	1693	1695	2	0.12	-32	-1.85
7230	1502	1404	1398	-6	-0.43	-104	-6.92
7255 ①	1980	1799	1807	8	0.44	NA	NA
7390	2435	2344	2362	18	0.77	-73	-3.00
7410	1033	1078	1058	-20	-1.86	25	2.42
7430	1894	1837	1833	-4	-0.22	-61	-3.22
7450	1607	1502	1542	40	2.66	-65	-4.04
7470	1274	1223	1222	-1	-0.08	-52	-4.08
7490	1256	1267	1271	4	0.32	15	1.19
7500	1201	1194	1196	2	0.17	-5	-0.42
7510	1165	1108	1120	12	1.08	-45	-3.86
7640	1222	1160	1163	3	0.26	-59	-4.83
7780 ②	1773	1641	1641	0	0.00	-132	-7.45
7850	1604	1564	1589	25	1.60	-15	-0.94
7870	2281	2181	2145	-36	-1.65	-136	-5.96
7890	2288	2227	2232	5	0.22	-56	-2.45
7910	1475	1493	1579	86	5.76	104	7.05
7930 ②	1916	1913	1949	36	1.88	33	1.72
7950	2462	2357	2365	8	0.34	-97	-3.94
7980	2362	2269	2297	28	1.23	-65	-2.75
Total Zone 32	34,457	33,254	33,464	210	0.63	-993	-0.03
Total 24 & 32	66,256	64,241	64,758	517	0.80	-1498	-2.26

*Based pm July 1 SAR

** Data reflects official membership numbers based on club input to MAP (February 2014)

① D7250 and 7260 merged to form D7255 effective July 1, 2013; two-year District history is not available.

② Reflects transfer of one club from D7780 to D7930 effective July 1, 2013

Let the Donors Decide

Back when new Foundation grant-making rules were on the horizon, District 7780 leadership felt that proposed changes to allocations in District Designated Fund allocation were too critical to be decided by committee.

Should DDF be spent on local community grants (similar to the previous District Simplified Grants)? Springboard grants (to investigate feasibility of potential future Global Grants)? Other possibilities? How should available monies be allocated?

To help in the decision-making process, the District organized a Foundation workshop with a difference — every Rotarian who attended would participate in a planning process to help determine DDF allocations. The workshop took place in the fall of 2012.

The workshop was carefully planned to insure candid comments: Facilitators were invited from outside the District based on their Foundation savvy.

Some results were unexpected: Rotarians clearly expressed interest in several programs that senior District leadership had not considered, including a GSE-type cultural exchange.

In response, District leadership (several of whom are former GSE team leaders) decided on an exchange that would “improve” on GSE in several regards: The trip would be two weeks instead of four; the team would be made up of Rotarians and their immediate family members (to reinforce a benefit of supporting The Foundation), and the trip would build on existing Rotary relationships.

The workshop was just part of a significantly enhanced promotion of The Rotary Foundation within District 7780 beginning in 2012, and the effort is already paying off: In 2012-13, annual giving increased by 28% over the levels recorded the previous three years, and per capita giving reached the District’s all-time high of \$107 per person.

The message is clear: It’s critical to ask the donors how to spend the funds!

Foundation Case Study



Rethinking GSE: A District Exchange With a Difference

By PDG Marty Peak Helman

There is no question that Group Study Exchange was one of the more popular Foundation programs to “go away” under the new Foundation rules. There’s also no question that some of the old GSE requirements — that the exchange be for at least one month and that the team be made up on non-Rotarians — limited Rotary involvement.

So when Governor Carolyn Johnson was tasked by District 7780 Rotarians to create a cultural exchange under the “new” Foundation rules (see sidebar at left), she determined at once that the team would be made up of Rotarians and Rotary family members, and that the trip would be a more manageable two weeks long.

Carolyn wished to create a team of like-minded individuals; she looked at avocational interests rather than vocation. She selected music because it is a universal language and because she knew that many District Rotarians have a talent and interest in music.

She reached out to the Kajjansi Rotary Club in District 9211 to facilitate the exchange because that Ugandan club had partnered on several Matching Grants with District 7780’s Brunswick Coastal club. The choice of Uganda also built on relationships forged by Friends Forever, the international peace project started in District 7780 almost 30 years ago. Through Friends Forever, the Kampala-based Kuza youth traditional musical troupe was brought into the mix.



The District team comprised three fairly experienced Rotarians (including me), two fairly new Rotarians and the wife of another Rotarian. A District grant paid our airfare, visa and transportation; we home-stayed with Kajjansi Rotarians and were financially responsible for our meals, some lodging and other personal expenses.

Our itinerary was in many ways similar to that of a “typical” GSE, with an emphasis on music plus Rotary projects and fellowship. Everywhere we went, we were greeted with traditional percussion and dance; we performed American music in return. A few days in-country and we added to our repertoire: The children we met loved our American kids’ songs. “If You’re Happy and You Know It” was a particular hit, I think because they loved seeing *muzungu* (white people) clap their hands, stamp their feet, shout “Amen” and do all three.

We maintained a blog of our adventures, and used Facebook and videos to share the excitement. As Rotarians, the humanitarian projects we visited were particularly meaningful to us. Before we left Uganda, we had already scheduled our first team meeting and agreed among us which projects we will bring back to our individual clubs, and which we should tackle as a District as a whole.

A Global Grant is in the works to bring members of the Kuza troupe to District 7780, and a possible Friendship Exchange will help maintain the relationships we forged.

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Calendar of Events

April 28—May 10 — Live Below The Line days raise awareness of the 1.2 billion people worldwide who live in extreme poverty and challenges us to eat and drink at the extreme poverty level, \$1.50 a day, for five days. To get involved and register: <https://www.livebelowtheline.com/us>

Monday, May 12 — Million Dollar Dinner will be held at the New York City Athletic Club sponsored by Zone 32 District's 7210-7230-7255-7980. Guest speakers include RI President-nominee K.R. "Ravi" Ravindren and Rotary Foundation vice chair Mike McGovern. FMI: <http://zone32mdd.org>

June 1-4 — 2013 Rotary International Convention in Sydney, Australia. To register: www.riconvention.org

Sunday, June 1 — Zone 24-32 Beyond Borders Event. Cocktails and hors d'oeuvres from 7-9 p.m. at L'Aqua, overlooking Darling Harbor in Sydney. Register on the Zone website: <http://www.clubrunner.ca/Portal/story/StoryDetail.aspx?accountid=50077&sid=393&stid=Zone>

Wednesday, October 9 — Million Dollar Dinner in D-7820, Halifax, NS. For more information: www.youareinvitedtodinner.com/

October 13-19 — 2014 Rotary Institute and Pre-Institute Training, Fairmont Royal York Hotel, Toronto, ON. FMI: <http://zoneinstitute.net/>

January 18-24, 2015 — International Institute, San Diego, CA

June 7-10, 2015 — Rotary International Convention in Sao Paulo, Brazil.

September 21-27, 2015 — 2015 Zone 24-32 Institute, location TBA.

May 29-June 1, 2016 — RI Convention in Seoul, South Korea

June 10-14, 2017 — RI Convention, Atlanta, GA

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

Polio Plus



District 7930 Holds Annual Polar Plunge for Polio

By Josh Arnold, Zone 32 Assistant Public Image Coordinator

A colder-than-usual New England winter proved no match for District 7930's annual Polar Plunge to eradicate Polio.

The idea of a group of Rotarians voluntarily jumping in the Atlantic Ocean in the middle of winter was started by the Gloucester club back in 2010. That first year, about 35 Rotarians and their family members participated in the Plunge, and more than \$25,000 was raised for polio eradication.

This year, on Saturday, Feb. 1, more than 200 Rotarians, family members and Interactors braved the icy waters, while another 600 spectators gathered on the beach to enjoy the festivities. A film crew was on site to capture the event and interview participants and spectators. State Senate Minority Leader Bruce Tarr led the political dignitaries.



There were refreshments to enjoy and tee shirts to don. The crowd sang "God Bless America." And then they were off! The 200-plus participants make a mad dash for the balmy 38F (3C) water. They ran in, plunged, splashed, and had an incredible amount of fun while the spectators took plenty of pictures. The plungers made their way out of the water just as quickly as they had run in, with the loudspeaker playing "We are the World."

The event wasn't yet over, however, because two local restaurants donated 10 percent of sales from that day to polio. Returns are already at the \$83,000 mark for the Plunge, with more contributions coming in every day. And of course, all donations will be matched 2:1 through the current Gates Foundation challenge.

Governor John Hall summed it up: "Polar Plunge IV was an extraordinary day for Rotary District 7930, as it showed the power of teamwork among the 48 clubs in the district. This year we had over 200 participants that collectively raised over \$80,000 to help Rotary continue its fight to eradicate polio from the world. It was truly a day of good weather, great teamwork and important humanitarian achievement."



Senior Rotary Leaders Headline Multi-District PETS

Multi-district Presidents-elect Training Seminars are a remarkable opportunity for club presidents-elect and District Rotarians to hear from senior Rotary leaders. The multi-district PETS in our two Zones — Pacific Northwest PETS, Mid-Atlantic PETS and Northeast PETS — all headlined senior Rotary leaders from across our two Zones and beyond. Clockwise from top right: past RI treasurer Mike Colasurdo; past RI president John Kenny, Trustee Vice Chair Mike McGovern, Director-elect Julia Phelps, Director Bryn Styles, and RI president-elect Gary Huang.



5010 District Governor Sue Foley Dies Unexpectedly



Sue F. Foley, Governor of District 5010 (Alaska and the Yukon) died unexpectedly on March 6. A long-time community leader and banker, Sue envisioned a world where no child will be hungry or without adequate housing, clothing, education or care.

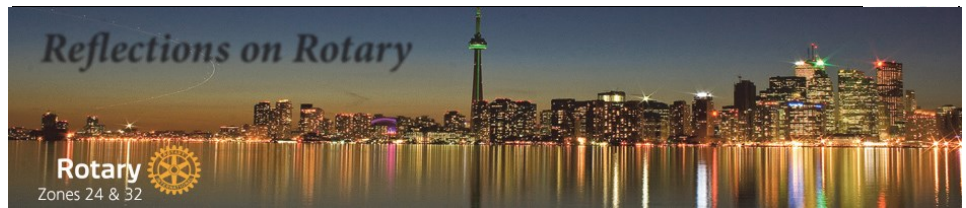
Sue demonstrated her strong personal commitment to youth through her involvement with Anchorage East Rotary, which she joined in 1999. Within a year she led a team to South India to participate in a Rotary NID. A few years later, she returned to India as a GSE team leader, and she led a second NID team to northern India in 2006. She traveled to Eagle's Nest Orphanage in Tomsk, Russia, on a volunteer project that same year.

Among her many Rotary leadership positions, Sue served as the Alaska/Yukon GSE Coordinator, as Club Visioning Facilitator, and as Registrar and organizational committee member for a Zone Institute and several D-5010 District Conferences. She has served as District 5010's Rotary Foundation Chair, among numerous other Rotary roles.

Sue's work to make life better for children in her community, Alaska, and the world was done with very little fanfare or self-aggrandizement. She preferred to work quietly, getting things done in a most efficient and timely manner.

Sue was proud to share her time in service and travel with her husband, Harold Foley, also a Rotarian.

Sue's good friend and Immediate Past District Governor Peggy Pollen has assumed the role of Acting Governor of District 5010 for the remainder of the 2013-14 Rotary year.



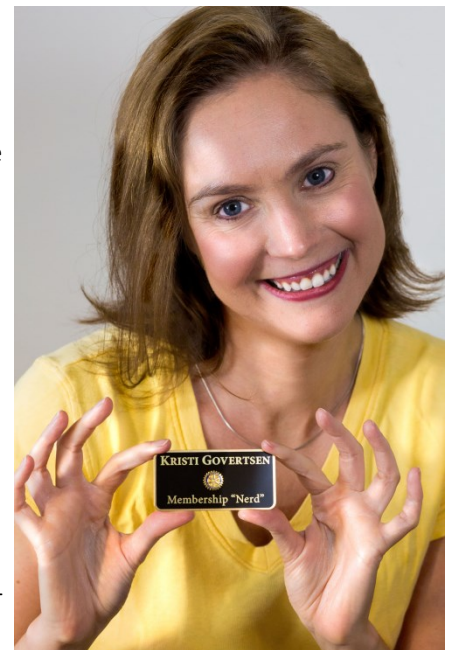
Talking About Marriage on the First Date ...

By Director-elect Julia Phelps

That's what stuck with me from the article I read on membership in the October 2013, *Rotarian* magazine: we talk about marriage, i.e. joining Rotary, on the first date, instead of getting to know the person we've invited to join us for breakfast, lunch or dinner. In fact, for the next few weeks I found myself talking to Rotarians everywhere I traveled about the ideas shared in that article. Little did I know that three months later I would meet the self-proclaimed "membership nerd," Kristi Govertsen, who was featured in that article.

We met briefly in the gift shop of the hotel where Pacific Northwest PETS was being held. She had just come in from a run and was soaking wet (it was raining outside) and I had just bought a tube of superglue. Don't ask me what was said, I can't remember, but in a matter of minutes we were joking and laughing. I quickly realized that she was indeed an explosion of energy as stated in the article.

I wondered, however, what on Earth Kristi would have to say at lunch to all of the presidents-elect about membership that would be so motivating. I didn't have to wait long to see everyone in the room nervously laughing when she described membership conversations that weren't successful ...because we had all had those conversations; to see a room full of Rotarians making a personal commitment to invite a guest to Rotary; and to see a room of future leaders rethinking their plans to grow their clubs



Now I tell you about this encounter, because I'm very excited that Kristi has agreed to be one of our plenary speakers at the 2014 Zone Institute which will take place next October 13-19 in Toronto. Our colleagues out west have had the pleasure to hear her speak and I thought it was time to let Kristi "*Reflect on Rotary Membership*" and "*Light Up*" our Institute. I want to encourage all of you to find that October 2013 issue of *The Rotarian* and read the article about Kristi and membership entitled, *Be Nice. Smile. Don't Make Fun of Your Spouse* and check out this story on My Rotary at <https://www.rotary.org/myrotary/en/membership-her-message>. Also make sure to check out the Institute website for updates www.zoneinstitute.net on all aspects of the Pre-Institute and Institute. We're working hard for this to be a great Institute for all of you.

And remember to mark your calendar for *Zone Pre-Institute / Institute 2015*. The dates are *Monday, September 21, 2015 - Sunday, September 27, 2015*. The location will be announced in the near future.