



Rotary International Zones 24-32

Beyond Borders



• Bermuda • Canada • France • Russia • United States



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Zone 24: Canada,
Alaska and parts of northern U.S.,
Russia (east of the Urals),
St. Pierre and Miquelon

Zone 32: Bermuda,
Northeastern United States
www.rotaryzones24-32.org
Facebook: Rotary Zones 24 and 32
<http://greatideastoshare.com>
<http://tinyurl.com/2016Institute>

April 2016



Be a gift to the world

Being a gift to children and mothers of the world

These past few weeks I've traveled throughout our two Zones speaking at various PETS. At one of those meetings I had the pleasure of meeting a mom and dad who are going to be club co-presidents and who had their infant son with them. Well, he stole my heart. I had the opportunity to play with him several times during the weekend. Seeing this little one loved by so many Rotarians, in addition to his parents, got me thinking about how fortunate he will be growing up within the family of Rotary and in an environment where he will get so many opportunities that will allow him to continue to thrive.

Unfortunately, not all infant children in the world have this wonderful environment. We know that every year, an estimated 15 million babies are born preterm, meaning only 37 weeks of pregnancy are completed. This is more than one in 10 babies – and these numbers are rising. This global problem of preterm birth is the leading cause of death globally in children under the age of five.

We also know that children admitted to hospital often die within 24 hours of admission. Many of these deaths could be prevented if very sick children were identified soon after their arrival in the health facility, and treatment were started immediately. The most common emergency conditions in children presented at a health facility includes airway obstruction, seizures and severe dehydration, all of which a child can survive if treatment is available.

And if you've listened to the news lately you've heard about the Zika virus. While this is a mild disease and most people with the virus do not have symptoms, in Brazil the Zika virus has been accompanied by an unprecedented rise in the number of children being born with unusually small heads—identified as microcephaly. The incubation period of Zika is not clear, but is likely just a few days. The symptoms are similar to other infections such as dengue, and include fever, skin rashes, conjunctivitis, muscle and joint pain, malaise, and headache. These symptoms are usually mild and last for two to seven days.

We know that every day, approximately 830 women die from preventable causes related to pregnancy and childbirth and 99 percent of all maternal deaths occur in developing countries. Maternal mortality is higher in women living in rural areas and among poorer communities. Data also show that maternal health care before, during and after childbirth can save the lives of women and newborn babies. Between 1990 and 2015, maternal mortality worldwide dropped by about 44 percent.

Most maternal deaths are preventable, as the health-care solutions to prevent or manage complications are well-known. All women need access to care during pregnancy, skilled care during childbirth, and support in the weeks after childbirth. Maternal health and newborn health are closely linked. It is particularly important that all births are attended by skilled health professionals, as timely management and treatment can make the difference between life and death for both the mother and her child.

I am proud that Rotary has identified Maternal and Child Health as our focus for the month of April. Many districts in our two Zones have put together Vocational Training Teams that focus on this area, as well as other grants to address the needs of mothers and babies. We know that midwives make enormous contributions to the health of mothers and newborns and the well-being of entire communities.

These teams and grant programs are not only a *gift to the world right now*; but a gift to babies and young children, a gift to mothers, and a gift to their communities going forward for many years to come.

—Julia



Call for Nominations Don MacRae Peace Award

Each of our Zones annually celebrates a person or organization for outstanding achievement consistent with the ideas expressed in the Fourth Object of Rotary: The advancement of international understanding, goodwill and peace through humanitarian activity of international significance.

Every Rotary Club and District in Zones 24 and 32 is encouraged to submit one application for the Donald MacRae Peace Award. The awards will be presented at the Zone Institute in Winnipeg next fall.

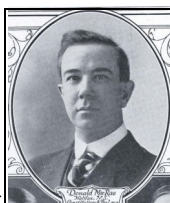
Candidates for the awards will have demonstrated the advancement of international goodwill, understanding and peace through peace-making efforts or humanitarian activity of international significance. The award is open to Rotarians and non-Rotarians, but the applicant must have a relationship with the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

Complete details, a list of past recipients and application are available on the Zone website. Deadline for applications is May 15, 2016; email them to:

Zone 24 applications: PDG Joan Hayward, rhayward@sympatico.ca

Zone 32 applications: PDG Marty Helman; martyrotary@gmail.com

The award honors the contributions of Halifax Rotarian Donald MacRae who, at the International Convention in 1918, proposed that Rotary become an agent for the promotion of goodwill and peace among nations. This was the first time that this vision of Rotary had been publically expressed.



Presidential Conference

Entrepreneurship: The Key to Poverty Alleviation

By Marty Peak Helman, Zone 24-32 Newsletter Editor

RI President Ravi has initiated six Presidential Conferences around the world, each providing an opportunity to hear expert opinion and advice on an issue that is core to one of The Foundation's Areas of Focus. For my Rotarian husband and myself, the South African summit on Economic and Community Development was a fabulous opportunity to learn more, visit a economic development project we have ongoing in Uganda and, oh yes, go off the "grid" long enough to enjoy a mini-safari. And so it was that we joined 300 other Rotarians in Cape Town in late February. The participants came from across southern Africa, Europe and North America. Many of them, like us, are involved in economic development projects in Africa. All are looking for ways to ensure that these projects maximize sustainability and make a lasting difference.

But first, the conference worked to define the problem. And as an American, the following statistics helped me put Africa's economic realities into perspective: At the current time, the official U.S. unemployment rate is just under 5 percent, and at the

worst of the Great Depression in the '30s it reached 25 percent. Today, South Africa's official unemployment rate is 25 percent, and most of the rest of Africa is closer to 75 or 80 percent.

Meanwhile, for every job that is created through entrepreneurship, an average of another three jobs quickly follow. Even a woman selling vegetables at the side of the



road typically employs the rest of her family in the business. So the key to economic development — the key to alleviation of poverty — is to find ways to train and sustain entrepreneurs.

Many of the speakers at the Conference were representatives of NGOs currently working on the ground to help create jobs in South Africa. Although I was surprised that we didn't have the opportunity to learn more about Global Grants and other Rotary initiatives currently under way in southern Africa, the reason for the emphasis on non-Rotarian activity became crystal-clear at the end of the Conference:

Each of the four Districts that hosted the Conference had pre-selected a delegate to the action committee that has been created and charged to make real the findings of the Conference. The major NGOs that presented at the Conference were also asked to join the working committee.

Together, Rotarians and non-profits with experience in this crucial area will work to develop projects and make real the findings of the Conference.

Stay tuned.



Global Alumni Award

Zone 32 is proud to have nominated the 2016 Global Alumni Service to Humanity Award winner, who will be honored at the Seoul International Convention.

Susan Davis, 2016 recipient of the prestigious award, is a member of the Rotary e-club 7120 in New York.

She is President and CEO of BRAC USA, which she co-founded to advance the mission of BRAC, the world's largest development organization dedicated to eradicating poverty.

Susan is an author, speaker, and thought leader in international development and civil society innovation. She is co-author of *Social Entrepreneurship: What Everyone Needs to Know* (Oxford University Press, 2010).

The Rotary Global Alumni Service to Humanity Award was created to honor an outstanding Rotary alumnus whose career and activities illustrate the impact of Rotary's programs on his or her service to humanity.

After Zone and regional committees choose their regional winner, the Foundation Trustees select the global winner. The award is open to all Rotary alumni, and all regional Rotary Foundation coordinators are eligible to nominate award candidates.

Upcoming Events

Join Us in Seoul for the Beyond Borders Dinner!

The **2016 RI Convention** in Seoul, South Korea, is fast approaching! You can join us there May 28 to June 1 by reserving your spot online: www.riconvention.org. You'll experience a top-notch program featuring exceptional speakers and dynamic and colorful cultural performances.

And the backdrop will be stunning: Seoul, one of the top-10 most visited cities in the world, blends ancient royal palaces and traditions with high-tech gadgets, shopping, and entertainment. Reconnect with old friends, meet Rotarians from all around the globe, and exchange new ideas, all while discovering the very best that Korea has to offer. Sign up today!

Once in Seoul, you'll have the opportunity to experience why Korean food has become a global phenomenon. Join us Sunday evening, May 29 for the Zone 24-32 **Beyond Borders Dinner**. Kick off your 2016 Seoul Convention experience with an evening of fellowship, fun, and of course authentic Korean cuisine! This will be a perfect way to connect early with fellow Convention-goers. Tickets for this special dinner are only \$75 per person through April 15. After that, prices go up to \$99. So lock in your discounted ticket today: <http://tinyurl.com/BBD2016>.

PDG Don Lee,
Seoul Convention Promotion Zone Coordinator
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Daughter of Desmond Tutu Joins Winnipeg Speaker Lineup

The Reverend Mpho A. Tutu will speak to us at the 2016 Zone Institute in Winnipeg. She is an Episcopal priest and founder and Executive Director of the Tutu Institute for Prayer and Pilgrimage. An eloquent writer, Reverend Tutu recently co-authored the book *Made for Goodness* with her father, Archbishop Desmond Tutu. Reverend Tutu's life work has focused on her commitment as a global citizen and leader in a world that is becoming more connected and interdependent on every level. She believes that we must realize, as a single human community, we all depend on each other and belong to each other. She also believes that women's expertise, perspectives, and unique style will play a critical role in shaping both the future and the world at large.



Mphu joins a stellar lineup of speakers at the Winnipeg event, including:

- ◆ John Germ, Rotary International 2016-17 President
- ◆ Dr. Oscar Arias, past President of Costa Rica and 1987 Nobel Peace Prize Winner
- ◆ Cindy Blackstock, of the First Nations Child and Family Caring Society of Canada
- ◆ Michael Caruso, Inspirational speaker and 2016-17 Governor of District 6380
- ◆ Dr. Geetha Jayaram, recipient of the 2014-15 Rotary Foundation Global Alumni Service to Humanity Award
- ◆ Michael McGovern, Polio Plus Chair, past RI Vice President and past TRF Vice Chair

Register for the 2016 Zone 24-32 Institute at <http://tinyurl.com/2016institute>

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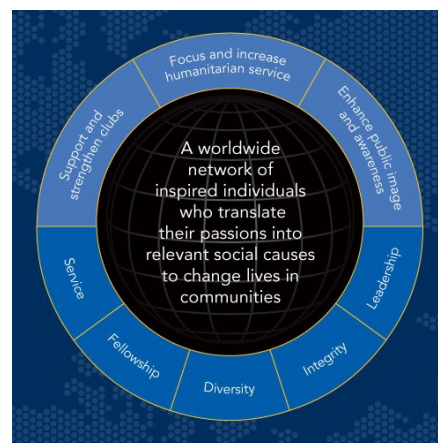
Membership Matters

Planning Strategically for Success

By District 7010 Governor-elect Margaret Walton

This is the first of a two-part series of District-wide strategic planning. In this issue, DG-elect and professional planner talks about the opportunities offered by a strong strategic plan. Next month, Margaret will talk about working with the governor chain, her role as Governor is critical to implementing the strategic plan.

One of Rotary's greatest strengths, our one-year terms of office, can also be our biggest challenge. How can we sustain a strong and focused organization with constantly changing leadership? How can incoming District Governors plan for a productive year when they do not know the incoming Rotary International's president's goals until January before they take office? The answer is teamwork and strategic planning; understanding that while each leader can bring a personal touch to the new year, there is a base, anchored by Rotary International's strategic plan, that provides a framework of common goals. Working from this base, Districts need to implement a process that capitalizes on the strength and diversity of their clubs while fulfilling our common goals.



Strategic planning allows us to do this. Working with the Governor chain, your District team, and your clubs, a process should be put in place to plan for the future that builds from the ground up and the top down while working within a global framework. You need to start by consulting widely, deciding how your District fits in the wider Rotary vision, and understanding the unique strengths your District has to build on.

The first District role I was asked to assume was strategic planning. This was not surprising; I am a planner by profession. I have spent a lot of time helping organizations understand who they are, who they want to be and how they want to get there. Rotary however was a bit different. I needed to understand the challenge of working with volunteers in an organization where leadership changes on an annual basis. Our District is bilingual and geographically diverse. To bring clubs and members together is an ongoing challenge.

As I moved into the role, I had several advantages. As an incoming Assistant Governor, I was developing an understanding of the larger Rotary world. The District had already held a Visioning session and I had been asked to participate. Earlier, when I was club president I led our club through a strategic planning process and worked with our president's chain to implement it. I subsequently assisted other clubs in undertaking their own planning processes. From my professional training, I understood the pitfalls that can derail an effective plan, my Rotary experience helped me understand the unique advantages and challenges of strategic planning for Rotary.

Working with the District, I used the input from the Visioning process as the basis for a process focused on the Governor chain. Together we developed a draft vision, strategic priorities and goals. We took this to the District Advisory Council and then we went to the membership; first at our presidents-elect training, then at the District Conference. We sought input from all of the areas of focus in Rotary. After each consultation we updated the plan to incorporate the input. We integrated the RI strategic priorities and adjusted the plan to incorporate the annual RI president's specific goals.

Membership Change — 2013 to 2015

District	July 1, 2013	July 1, 2014	2015-16				Cumulative Total	
			July 1 2015	Mar 25 2016	# Change	% Change	# Change	% Change
					July 1 2015 to Mar 25 2016		Jul 1 2013 to Mar 25 2016	
2225	469	501	446	482	36	7.19%	13	2.77%
5010	1734	1726	1686	1739	53	3.07%	5	0.29%
5040	1514	1477	1432	1463	31	2.10%	-51	-3.37%
5050	2604	2635	2565	2613	48	1.82%	9	0.35%
5060	2662	2582	2653	2763	110	4.26%	101	3.79%
5360	2038	1983	1946	1915	-31	-1.56%	-123	-6.04%
5370	2265	2247	2266	2247	-19	-0.85%	-18	-0.79%
5550	1584	1513	1495	1504	9	0.59%	-80	-5.05%
Total Zone 24W	14,870	14,664	14,489	14,726	237	1.62%	-144	-0.97%
6330	1957	1827	1800	1790	-10	-0.55%	-167	-8.53%
7010	1554	1556	1553	1575	22	1.41%	21	1.35%
7040	1964	1915	1886	1907	21	1.10%	-57	-2.90%
7070	2026	2006	2015	2031	16	0.80%	5	0.25%
7080	1761	1704	1700	1712	12	0.70%	-49	-2.78%
7090	2403	2411	2323	2325	2	0.08%	-78	-3.25%
7790 ①	1761	1745	1745	1752	7	0.40%	-9	-0.51%
7810	1200	1180	1192	1158	-34	-2.88%	-42	-3.50%
7820	1591	1557	1573	1605	32	2.06%	14	0.88%
Total Zone 24E	16,217	15,901	15,787	15,855	68	0.43%	-362	-2.23%
7210	1693	1643	1646	1662	16	0.97%	-31	-1.83%
7230	1404	1376	1283	1302	19	1.38%	-102	-7.26%
7255	1799	1826	1853	1863	10	0.55%	64	3.56%
7390	2344	2335	2338	2243	-95	-4.07%	-101	-4.31%
7410	1078	1059	1115	1152	37	3.49%	74	6.86%
7430	1837	1768	1755	1763	8	0.45%	-74	-4.03%
7450	1502	1508	1485	1504	19	1.26%	2	0.13%
7470	1223	1177	1196	1201	5	0.42%	-22	-1.80%
7490	1267	1270	1244	1245	1	0.08%	-22	-1.74%
7500	1194	1158	1145	1171	26	2.25%	-23	-1.93%
7510	1108	1096	1038	1037	-1	-0.09%	-71	-6.41%
7640	1160	1125	1095	1099	4	0.36%	-61	-5.26%
7780	1641	1613	1636	1659	23	1.43%	18	1.10%
7850 ①	1664	1536	1476	1495	19	1.24%	-169	-10.16%
7870	2181	2118	2126	2179	53	2.50%	-2	-0.09%
7890	2227	2155	2098	2133	35	1.62%	-94	-4.22%
7910	1493	1575	1498	1431	-67	-4.25%	-62	-4.15%
7930	1913	1955	1948	1910	-38	-1.94%	-3	-0.16%
7950	2357	2315	2263	2235	-28	-1.21%	-122	-5.18%
7980	2369	2209	2218	2202	-16	-0.72%	-167	-7.05%
Total Zone 32	33,454	32,817	32,456	32,486	30	0.09%	-968	-2.89%
Total 24 & 32	64,541	63,382	62,732	63,067	335	0.53%	-1474	-2.28%

① Reflects transfer of one club from 7850 to 7790, effective 1 July 2015. Data based on official RI reports on dates indicated.

A Global Grant Provides Composting Toilets in El Salvador

By Past President Tom Burson, Rotary Club of Mechanicsburg

The Rotary Clubs of Mechanicsburg (D-7390) and San Salvador Noroeste (D-4240) have all but completed a Rotary Global Grant project (GG 1420733) in El Salvador which provided 196 composting toilets and 100 cubic meters of water storage for the community of Metalillito.

The genesis of this project came in 2009 when a team from the Mechanicsburg club was drilling a water well. This led us to Metalillito. The community had a committee exploring their sanitation concerns and seeking solutions, and the team promised that it would help find a solution. After returning home, the team members, working with the club's water committee, proposed that the club help the community. The committee had several tasks: develop a sanitation solution, start raising funds, explore a Rotary Global Grant, and find a partner club in El Salvador. It turned out that raising the funds was the easiest part ... people could easily see the need and wanted to be part of the solution.

It took several months, but the committee developed a preliminary design based on World Health Organization designs. We found an engineer in El Salvador who, with the community, developed a practical design buildable from local materials. We also had a plan: 182 toilets were needed at a cost of over \$100,000.

Early on in our planning, we felt we should try for a Rotary Foundation Global Grant, but this was new to us and we had a lot to learn. To start with, we knew we needed a partner club in El Salvador. Finding one proved to be the most challenging thing we had to do. We worked on that most of 2012 and 2013 ... a long story, but critical to the project.

In the meantime, our club and the community were becoming frustrated by the lack of progress. The club sent \$5,000 to the engineer and asked him to build as many

prototype toilets as he could to demonstrate our commitment and to validate the design. He built seven in late 2013.

Finally, we found a partner club — San Salvador Noroeste — in January 2014 and then things moved quickly. The online Global Grant application was submitted in May 2014. The total value of the grant was \$123,888, with the club providing \$35,400; DDF accounting for \$35,400, and a World Fund "match" of \$53,088.

About one month after we filed the application, we received a lot of questions from Rotary. Most of them had to do with proving community need and determining that the composting toilets were the best solution. I think that having done the prototypes made a big difference. It took until December 2015 for the grant to be approved. We actually started work on the project in January 2015 and the toilets were finished in May with the number increased to 196 due to available funds and increased community need. Including the prototypes, a total of 203 toilets were constructed.

The toilet project had over \$20,000 remaining at this point and the host club and the community identified a need to build a large water storage tank (100 m³) to supplement their smaller one. Rotary approved this addition and the construction was completed in December 2015.

In late February 2016, a seven member team from Mechanicsburg visited the project and were welcomed by the community with a big celebration. All of the work accomplished to date looked fine and the community was very pleased. All that remains at this point is some of the hookups to the storage tank. Our club has been warmly welcomed by the Metalillito community and the host Rotary Club. We plan to continue to partner with them on future projects in El Salvador.



New Polio Vaccine

This month, the world's immunizers will stop using the trivalent oral polio vaccine (OPV) and switch to the bi-valent version. This will have a significant impact on progress toward total eradication.

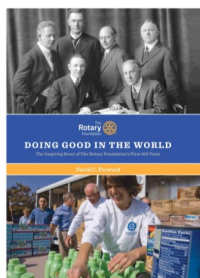
This change is only possible because wild poliovirus Type 2 was certified as eradicated last fall, and its inclusion in the oral vaccine is no longer needed. Experts believe that this component caused 90 percent of circulating virus-derived outbreaks, so this change is of great significance to the children of the world.

As we approach eradication, the proportion of vaccine-derived polio virus cases increases. This is a consequence of the diminishing burden posed by wild polio virus. Yet it also highlights the fact that in too many areas of the world, too many children continue to go unvaccinated, leaving them vulnerable to wild polio virus and allowing vaccine-derived viruses to emerge.

The oral polio vaccine has brought us a tremendous distance toward achieving our goal of polio eradication. Wild poliovirus remains endemic in just two countries in the world – Afghanistan and Pakistan – with cases of only one strain of wild polio, Type 1, being found globally. We're this close!

—adapted from

<http://www.polioeradication.org/>



New Rotary Foundation Book

The commemorative book "Doing Good in the World: The Inspiring Story of The Rotary Foundation's First 100 Years," written by our own District 7500 Gov. Dave Forward, is available for purchase at

shop.rotary.org.

Polio Plus

Working to End Polio NOW

By Karen Oakes, Zone 24 East End Polio Now Coordinator

As this Rotary year rolls along, our club and District leaders are reviewing their many accomplishments these past nine months. Hats off to all those stalwart Rotarians for your efforts in Service to Rotary!

Speaking of accomplishments, the past few Rotary years has witnessed a number of significant milestones (see box).



As significant as these achievements are, advances must continue. These include the upcoming shift from the trivalent vaccine in current use to the bi-valent oral polio vaccine. This change will commence this month (see sidebar at left).

The World Health Organization has developed a series of short videos on this; you can learn more by clicking here to view these six short videos; <https://www.youtube.com/watch?v=n9gjhFOiNKI>.

Recent Milestones

April 2014—India and Southeast Asia certified polio-free

August 2014—Last case of wild polio on African continent (Somalia)

September 2015—Type 2 polio certified as eradicated

September 2015—Nigeria no longer endemic

November 2015—three years without Type 3 polio

All It Takes is YOU!

Meanwhile, what can Rotarians do to help? The answer, actually, is quite a lot. Here's a list of action items that will offer a great start:



- ◆ Hold Community Fundraising Events: consider a Purple Pinkie Day, a walk/run/ride effort, and every other imaginable polio event.
- ◆ Use the endpolio.org/resources as articles, graphics and other tools to invite local businesses to contribute.
- ◆ Be an advocate in every interaction of your daily life.
- ◆ Share the endpolio.org site with your social media contacts and invite their support.
- ◆ Encourage all clubs to consider a minimum contribution of \$1,500 US per year to Polio Plus. (This is the sum requested by the Foundation Trustees.) Recognition certificates will be provided and we encourage all Districts to consider a significant opportunity to present these certificates to their clubs.

- ◆ Continue contributions from your District DDF (District Designated Fund). Every dollar is matched by 50 cents from The Rotary Foundation World Fund. Districts that contribute a minimum of 20 percent of their DDF will be recognized.

Remember, every dollar raised is worth three dollars! As it has done for the past several years, a 2:1 matching opportunity continues through the generous support of the Bill & Melinda Gates Foundation. And in Canada, an additional 2:1 match allows our contributions to provide even more support to Polio Plus.

So what are we waiting for? Each and every dollar raised through our efforts is of critical importance in this drive to the finish line in this battle to Eradicate Polio.

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Peace and Conflict Resolution

\$10,000 Challenge for Bilateral Peace Project

By District 1910 PDG Anton Polsterer, past Chair of Inter-Country Committees

Rotary Clubs can truly make a difference in areas of conflict.

Experience in District 1910 (which includes five countries: Bosnia & Herzegovina, Croatia, Hungary, Slovenia and Austria) shows that inter-country meetings and projects not only lead to better understanding between Rotarians but can also act as a catalyst for clubs within a country with a longstanding history of internal conflict. This is why I am committed to Inter-Country Committees, which have a vision of peace for all countries and aim to implement bilateral projects with a focus on peace building.

The Rotary Club of Mostar (Bosnia) is in a town destroyed by war. The club was instrumental in rebuilding an old stone bridge and, in so doing, reuniting Croatian and Bosnian Muslims from opposite sections of the town. The club project became an important symbol for reuniting the two ethnic groups in the war zone.



Normal service projects such as equipping a clinic or digging a well are fairly straightforward.

A peace project is different: You have to invest in exploring project ideas and feasibility on both sides. The project must be acceptable to both sides. In the beginning, the results may not be obvious, because peace building is a lengthy process requiring time and patience.

To encourage and support Rotary peace projects, I have launched a \$10,000 (US) Challenge and Contest for the Best Bilateral Peace Project. I challenge all Rotarians to implement peace projects which address specific concerns while incorporating cultural and ethnic values. Once the winning grant is approved by The Rotary Foundation, I pledge to send \$10,000 to The Foundation as a donation to the project. For more information, go to www.rotary-icc@rotary.org.



Rotary Peace Centers Reach Fundraising Milestone

The Rotary Foundation Trustees have set a goal to raise \$150 million (US) to fund the Rotary Peace Centers. Earnings from that sum are enough to fund the Peace Centers in their current format of five schools and 100 scholars per year, and the goal is to raise the money by the time of the International Convention in Atlanta.

This just in: As of mid-March, the Peace Centers endowment has reached \$140 million in cash and expectancies. That was the interim goal set to be reached by the end of the current Rotary year, so we reached it three months early!

There's much more to be done to meet the full \$150 million goal. And once it's fully funded it will be time to think about expanding the Rotary Peace Centers — which are so critical to the future of our world.

Beyond Borders/the Newsletter of Zones 24 & 32/April 2016/page 8

Calendar of Events

April 11-15, 2016 — Council on Legislation, Evanston.

May 15, 2016 — Deadline for applications for the Donald MacRae Peace Award. See article page 2 and the Zone website for details. Zone 24 nominations: send to rhayward@sympatico.ca; Zone 32 nominations: send to martyrotary@gmail.com.

May 29-June 1, 2016 — RI Convention in Seoul. Beyond Borders dinner: Sunday, May 29. Register: <http://tinyurl.com/BBD2016>.

September 27-October 2, 2016 — Rotary Zone 24-32 Pre-Institute and Institute in Winnipeg, Manitoba. <http://tinyurl.com/2016Institute>.

October 23, 2016 — TRF Centennial Celebration Concert and Dinner in Cleveland, Ohio, the hometown of Arch Klumpf. FMI: 222.trf100.org.

October 23, 2016 — World Polio Day.

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

February 23, 2017 — World Peace and Understanding Day.

February 23-24, 2017 — Mid-Atlantic PETS, Valley Forge Casino Resorts, King of Prussia, PA.

February 24-26, 2017 — Pacific Northwest PETS, Doubletree Hotel, Seattle, WA.

March 9-11, 2017 — Northeast PETS, Sheraton Hotel and Convention Center, Framingham, MA.

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

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

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

Public Image

Survey Provides Basis for Public Image Training

By Sean Hogan, Zone 24 West Public Image Coordinator

In his work life, Mike Reddington ran employee satisfaction surveys for his employer. Upon retiring, Mike — a member of the Rotary Club of Semiahmoo in White Rock, BC, part of District 5050 — has used those same skills over the past several years to develop Rotary member satisfaction surveys for the District. Mike worked with me and Michelle Gasparian, a public image specialist at Rotary International, to create a Public Image Survey that was used this past January for all of the clubs in District 5050.

The survey asked for responses from three members of each club. It was suggested that the three members include the President, President-elect and either the club PR Chair or another member.

We tallied a remarkably strong response rate from 95 percent of the clubs in the District (only three did not participate). Our requested average of three members per club responded, making our results statistically reliable.

The survey asked 28 questions, and the average time to complete the survey was 12 minutes. Highlights of the survey included:

- ◆ High awareness of the Rotary logo and branding initiative, but not a lot of in depth knowledge or use of Rotary resources.
- ◆ High interest in training and information on public image — especially with respect to maximizing the effective use of websites and Facebook pages and particularly for project oriented matters (such as fundraising events, community projects and special events).
- ◆ Much interest in multi-club public image projects and building a public relations plan.

Interestingly, the preferred method of training was through face-to-face Area meetings.

District 5050 will be using these results to develop a Public Image Committee and a public image strategic plan.

The survey asked clubs to identify members who had experience/skills in various aspects of media, marketing, and PR, and who could act as resources for public image in the District. A whopping 120 members were identified as potential Public Image contacts and resources. Already, these Rotarians have been invited to an organizational meeting scheduled for the District Training Assembly this month, which will be followed by Area Seminars in the fall of 2016.

Other Districts are encouraged to run their own Public Image survey. To that end, Mike Reddington has offered to set up a survey for any other District — either using the one we have created for District 5050 or one personalized to the needs of your District. We have already had enquiries and interest from Districts in Zones 24 and 32, as well as from Zone 25 (California). If you are interested in running a survey in your District, or getting a full copy of the District 5050 survey results, contact Sean Hogan at shogan@buckleyhogan.com





Presidents-elect Training Brings Out Fellowship and Fun

If you were following Rotary Zone activities on Facebook last month, you know just how enjoyable Presidents-elect Training can be! And has anyone noticed that Director Julia always seems to be in the midst of the laughter? Check out these photos from recent PETS events across the continent.

