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Zone 32: Bermuda,
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April 2017

PETS: Turning Energy into Action

February and March have been incredibly busy months but also exciting Rotary months. The energy and vitality that comes from being involved in so many different Presidents-elect Training Seminars (PETS) will sustain me for months to come. They are all so different yet so the same! The trepidation that first day as the Presidents-elect realize what it means to lead a Rotary Club and then the excitement and sense of adventure at the end of the weekend when they leave tired, mentally overloaded and with a whole group of new friends.

I sincerely hope that our amazing new team of PEs will be able to take their energy and new ideas and successfully lead their clubs over the next Rotary year in ways that will bring a new vitality and vibrancy to Rotary in our two Zones. So often I have seen an excited Club President step into their new role, filled with ideas and plans, just to be shut down by a Club membership that resists change and innovation. No wonder there are clubs across our Zones that are finding difficulty in pinpointing members to lead their club. It surprises me how many "recycled" Club Presidents I meet at PETS serving their second, third and even fourth term. The job should be an amazing opportunity for the growth, both personal and in Rotary, when one leads a Rotary Club.

Youth Exchange students have a very special place in our hearts. They bring a new and fresh perspective to our Clubs and into our Rotary and personal lives. I attended the North American Youth Exchange Network (NAYEN) convention in Calgary a few weeks ago. I heard one of the greatest presentations I have ever heard on the way a year of Rotary Exchange changed and motivated a student. Jaime Castillo spoke about tolerance, understanding, equality and forgiveness. He spoke about how the acceptance of the past can break open the future, the responsibility that comes from freedom, the care of others and the power of youth when given direction. He epitomized what the Rotary Youth Exchange program is about.

My travels have kept me crisscrossing North America but next time I write to you I will probably need more than just one page! Between now and then I visit Pakistan, Taiwan and Eastern Russia on Rotary adventures. Here is to safe travels for us all.

Dean

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Membership Matters

Who You Gonna Call? Rotary Coordinators!

By Bryn Styles, Rotary Foundation Trustee

One of the best resources that Districts and Clubs have access to is the team of Zone Coordinators of the various disciplines of Rotary. Rotary Coordinators (RC), Regional Rotary Foundation Coordinator (RRFC), Rotary Public Image Coordinator (RPIC), End Polio Now Zone Coordinators (EPNZC) and finally the Endowment/Major Gift Advisors (E/MGA) are all highly trained positions whose sole responsibility is to assist Clubs and Districts.



Zones 24 & 32 have been fortunate over many years to have outstanding individuals in each one of those positions. That is currently the case and will continue into the future. Most of these positions also have a team of assistants who have been assigned specific districts. Our team of Zone Coordinators offer a variety of different training/informational opportunities to reach as many Rotarians, Clubs and Districts as possible. There are in-person Success Seminars, on-line courses, webinars to name just a few. As well, anyone can contact one of these resource people or one of their team with questions. They are an excellent choice for programs at clubs, District seminars and PETS. All you have to do is ask! Please contact any one of the team to see how they can help YOU and your fellow Rotarians better understand and utilize Rotary's programs. (Please note that our Zone 24/32 Coordinators are listed on this page and also on the Zone website.)

All of the Districts would have now received information regarding the use of DDF to help support polio eradication (see article page 4). There is an opportunity for every District to be recognized at RI headquarters in Evanston with their name on a permanent plaque. For those Districts that utilize all of their DDF every year on projects and grants, I congratulate you. You are using the funds entrusted in you by your fellow Rotarians. For those Districts that have difficulty expending their DDF each year, the support of our number one priority, PolioPlus, is an opportunity for your District to make an immediate difference. The DDF funds to polio are matched 0.5:1 by the World Fund and then matched again 2:1 by the Bill & Melinda Gates Foundation. DDF are funds entrusted to Districts to be used within a reasonable time frame. The Trustees are concerned that the amount of unused DDF is increasing every year. This is an excellent opportunity to make an investment in a program that all of Rotary supports.

And finally, one last word about the Atlanta Convention. This is an opportunity to celebrate 100 years of Our Rotary Foundation. Those of us in Zones 24 & 32 are fortunate that the next two conventions are in our own "backyard." There is no better reason to travel than to attend a Rotary International Convention. You will be with people from around the world with whom you have an instant connection. I encourage you to put a group together and come to Atlanta!



Call For Nominations For Peace Award

Do you know a Rotarian or Rotary organization that deserves plaudits for the international work it does?

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 each year to submit one application for the Donald MacRae Peace Award. The awards will be announced and presented at the Zone Institute in Hartford 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, 2017. Email the completed application 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 an international vision of Rotary was publically expressed.

Jeffrey's Journey

Which Kind of Leader are You?

The clocks, at least in my part of the woods, have moved ahead in the annual ritual of Daylight Savings Time. The first day of spring will have arrived by the time you read this. Lengthening of the day light available to us, changing of the season, the renewal of plants and flowers getting ready to provide us a summer's worth of enjoyment. All things to look forward to.

And parallel with all of that is the arrival of the annual Rotary Silly Season (my terminology and not to be found in the Manual of Procedure). It is the season of Rotary when training seems to be non-stop. Literally, non-stop. Then there is the planning that needs

to occur with your team following whatever training has occurred. Many Districts are also having their conference. Oh, and then there are club installation dinners and District Governor installations. The International Convention. For many of you who train and/or speak at many of these events, it is indeed the Silly Season as you travel around the countryside to do your thing.

Our annual changeover of leadership on July 1 from the President of Rotary International all the way down to the Club President provides both opportunity and challenges.

It is that very delicate, respectful, coordinated, and hopefully well-communicated and well-choreographed dance that occurs as one set of leaders is bringing their year home and another set of leaders is getting ready to launch. The opportunity lies in all of the above happening and as a fresh set of leaders gets to learn from and build on the accomplishments of the past leaders. It is leadership in fluid motion.

The challenge occurs if none of the above happens and each set of leaders is bumping into each other, stepping on each other's toes, not communicating, and not coordinating. The result is a less than optimal end to one year and a less than optimal start to the next. It is not fluid and it is not respectful. Our members deserve better than that.

The well-choreographed dance occurs when the leaders believe in and practice continuity and planning together. The transition is almost seamless. One year picks up where the last year left off. It is a best practice.

The other occurs when a leader lives in a silo not caring what happened before them and not giving two hoots about whoever will follow them. It is far from a best practice. It does not let the club or the district realize its maximum potential.

So, which type of leader are you?



—Jeffrey Cadorette, Zone 24-32 Director-nominee
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Is Your District Doing Its SHARE?

In 2013, the Rotary Foundation Trustees encouraged Districts to support the polio eradication effort by contributing 20 percent of their DDF to polio *every year* until polio was certified as being eradicated.

As we get closer to complete eradication, many Districts that did not contribute the full 20 percent in each of those years have asked whether it's still possible to do a "makeup" allocation of District DDF to fight polio.

In January, The Rotary Foundation Trustees agreed that Districts which did not previously reach the 20 percent mark may allocate DDF to PolioPlus this year and next *equal to* the 20 percent amount accrued over the past four years.

All Districts that contribute the make-up payments and continue to give 20 percent or more of their DDF to PolioPlus until final eradication will be eligible for this recognition program. All make-up allocations need to be completed by June 30, 2018.

We are closer than ever to a polio-free world. That said, funding is urgently needed not only to stop polio transmission in the remaining endemic countries, but also to protect more than 400 million children living in polio-free areas.

And, too many Districts have DDF stockpiled in their accounts. In a world in which there is so much need, it's hard to accept that dollars donated for humanitarian work are sitting in a bank account, unable to be used to do good in the world.

It's up to us as Rotary leaders to encourage continued support of PolioPlus, emphasizing that contributions of any amount are needed — and that all contributions are matched 2:1 by the Bill and Melinda Gates Foundation.

PolioPlus

Success is "Zero" in Ending Polio

By Michael K. McGovern, Chair of the Rotary International PolioPlus Committee

An email arrived in my inbox on 14 February. Mohammed Ishaq, our Rotary polio volunteer chair in Afghanistan, was writing with news of the second polio case in his country this year and the second in the world. He wrote that the young boy who had suddenly become paralyzed was 59 months old.

Another email came to the inbox an hour or so later. It was from the Bill and Melinda Gates Foundation. Melinda Gates is quoted, "We're awed by the teams of vaccinators who take risks to reach each child. And we're inspired by the infinite persistence of Rotary International. They were leading this fight long before we joined it, and they've just kept moving forward. They know that going from 350,000 cases to 37 is amazing, but success is zero."

A new e-mail from Ishaq appeared an hour later. He wrote: "I hope these will be the two cases for the year 2017." To Ishaq, success is also zero. And it is to all of us in Rotary whether we have worked at or supported the eradication of polio for 30 years or for one day.

So what does "zero" look like and when is it occurring? Zero first includes a period of at least three years without a polio case. It also includes no positive environmental samples found in waters and includes no cases of vaccine derived polio. Finally, it includes the highest degree of confidence that surveillance has been sufficient to guarantee that we are not missing the presence of the virus.



While Bill and Melinda Gates are

inspired by our "infinite persistence," that persistence will continue to be tested. Each of the three areas where polio is still endemic are conflict areas. Most areas of these countries have good vaccination programs but there remain pockets of less than adequate coverage. These gaps are being addressed by Rotarians, by governments, by our partners and by some but not all elements of anti-government groups. Each month brave community vaccinators go home by home to provide the two drops that will increase immunity levels. And each day Rotarians are continuing to give so that this work may continue.

Cases dropped exactly in half from 2015 to 2016 from 74 to 37. Everyone agrees that dropping by half is not enough. 18 cases would be too many for 2017. Two cases are already two too many. Getting to zero will occur soon with all of us continuing to stay focused to end this disease forever.

Purple Pinkie Success

For 12 years now, the Kenmore Rotary Club in District 7090, NY, and its Interact Clubs have teamed to raise funds to help eradicate polio.

Each year the fundraiser reaches new levels of success. Last year we raised \$1700 and this year we are up to \$2100. The tremendous co-operation that we receive from the school administration, the staff and of course the generous students are key to making it all happen.

It is important to note that the Kenmore Rotary Club matches the dollars raised by their two Interact Clubs, and when further matched 2:1 by the Bill and Melinda Gates Foundation, the \$2100 raised this year reaches \$12,600 !

The other big factor is the dedication that the Interactors have displayed in staffing the event every January. They could be sleeping in on a morning that they have no exams; instead, the Interactors meet at elementary schools around the district and accept donations from younger kids streaming to them in lines, eager to get his or her pinkie painted purple.

Their purple pinkie is a badge of honor that they wear proudly. The donors are each given a piece of Lifesaver candy to drive home the reality that they helped save a life. They walk away with a smile and feel appreciated.

Part of the lesson for the Interactors is how easy it is to show appreciation and how far it goes. We are welcomed back every year and they really look forward to it every year.

—Larry Coon, Kenmore Rotary Club



PolioPlus

Polio Can Strike More than Once

By Ron Goodenow, Rotary Club of Westborough, District 7910

I was afflicted by polio at age 12, back in the 1950s. Then came a year or so of missed schooling thanks to fear of polio victims and surgery to lock an ankle so I could discard braces. The downside included watching other kids die in our hospital polio ward, isolation and plenty of bullying. The upside included learning to love history thanks to my home school teacher, a great physical therapist, friends who tried to protect me from bullying, and friends, parents and relatives who went out of their way to help.

Once back in school, I had academic success, founded a big band, and went off to college. That was followed by a Berkeley Ph.D, several books, and work at and with leading universities and corporations. I've now had 10 wonderful years as a Rotarian. Despite chronic foot pain, I exercise daily, often heavily, and travel continuously.

Leaping ahead to last year, a resident of my late mom's nursing home is a man my age who had been a teacher and coach in the Worcester schools. Bob is a big strapping guy hardly able to move his wheel chair. When I asked him why he was there, he said, "Post-Polio Syndrome" (PPS), which he first contracted 15 years ago. Working with the healthcare community, I had heard of PPS. Given my age, it's clear I lucked out. But Bob didn't and put a human face on PPS and an arrow in my editorial quiver.

Post-Polio Syndrome (PPS) is a relatively common condition that affects polio survivors years or decades after their original illness. It features new and unexpected weakening both in muscles that were previously affected or not. It's a condition that cannot be reversed as effects — often beginning with fatigue and breathlessness — inevitably worsen, though depending on individual cases, it may not be catastrophic.

The World Health Organization suggests that between 25 and 40 percent of polio victims will contract PPS.

I write here because I think PPS is an issue for Rotarians to address. The first steps are obviously educational ones, which can take place in clubs, our communities and our publications. Beyond that, we need increased sensitivity to the needs of the handicapped, whose numbers, whether caused by PPS or not, are increasing as our country changes demographically. Clubs need to think about whether PPS and lifetime polio issues should be part of their overall polio programs. I would say they are.



Rotary International programs do not target PPS specifically, but the Rotary Polio Survivors and Associates Action Group does exist to alleviate all health issues related to polio survivorship. Learn more at rotarypoliosurvivors.org.

For more on PPS, go to "Post Polio Syndrome" published online by the The Hippocratic Post. (<https://www.hippocraticpost.com/muscular-skeletal/post-polio-syndrome-matter/>). This is a superb UK publication which

shows the status of PPS in Britain, including the utter lack of public and even medical professional understanding, which anecdotally, at least, exists here as well.





Graduation Half a World Away

This letter from the president of the Rotary Club of Halifax was read at the graduation in Kampala:

“Canadian members of the Rotary Club of Halifax, Wolfville-Mud Creek, Hillsborough-Charlottetown, Sackville and area, in D-7820, join the Rotary Club of Muyenga, Kampala, in D-9211 in offering congratulations to you, the first graduates of the “Building Knowledge and Training Capacity in Assembling Orthopaedic Assistive Devices for Ugandan Children” project.

“We know you have worked hard over this last year learning new skills which will assist others and are on your way to new challenges utilizing what you have learned. Your contributions will help many children have a better place in society.

“It is the anticipated success of people such as yourselves which prompts the more than 1.2 million Rotarians throughout the world to assist with projects such as this.

“On a more personal note, I would like to offer you the advice given to me by my father over 55 years ago: Always forge ahead yourself and help others along with you.”

— Dr. Doug McMillan, President of
the Rotary Club of Halifax, NS



Twenty applicants were accepted, and the first 10 are already trained. The top three graduates were invited to stay at the center and they will both continue to make devices and train others. The other graduates have been offered jobs at nearby centers. A few are using the entrepreneurship skills they learned to set up workshops of their own. Those applicants have been given a starter kit of a treadle sewing machine and tools.

Foundation Facts

A Long-Term Relationship Reaps Rewards

By Stella Roy, Assistant Rotary Regional Foundation Coordinator, Zone 24E

Last December, the first 10 students graduated from a one-year program on making and assembling assisted orthopedic devices for Ugandan children at Katalemwa Cheshire Home in Kampala, Uganda. The graduation was the result of a 15 year relationship between the Halifax, NS, Rotary Club in District 7820, and the Muyenga RC in District 9211.

Each year, the rehabilitation center in Kampala sees about 20,000 patients under 20 years of age, and 2000 of these will undergo rehab surgery. Many of the children need affordable prosthetic devices, crutches, standing frames and wheelchairs. The center's workshop provided 7000 of these devices a year, but cannot keep up with demand.

The goals of this project were:

- To provide assistive devices to the rehabilitated children at affordable cost and free of charge to those who cannot afford them.
- To train 20 youth, mostly those with a disability, over a period of 2 years, in making assistive devices.
- To increase the production of, and access to, the assistive devices.
- To reduce distances covered by patients by selecting the trainees from various districts so that on graduation they go back to their home areas and engage in the production of assistive devices.

The project was paid for by a Global Grant with a total value of \$55,250. Three D-7820 clubs — led by Halifax RC — contributed cash to the project, which was doubled by DDF and doubled again by The Rotary Foundation's World Fund.

The grant could never have happened without the long-term relationship between Halifax RC and the RC of Muyenga, in District 9211. The partnership began in 2002 with Halifax club member Herman Ssebazza, who has family members in Kampala. Also, Dr. Doug McMillan, president of the Halifax club, has traveled to Uganda several times.

The relationship began in 2002 when the Halifax club provided school supplies to a school for AIDS orphans in Uganda. That school now hosts over 600 children and has grown to offer an adult literacy program. They Rotarians partnered again in 2005 on a piggery project which supplied two piglets and feed for 50 women. In 2007, this project expanded to include a mill for maize. With the maize mill, the village has surplus food and has set up a village microcredit program.

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Foundation Facts

Our Centennial Commitment to Gift of Life

By Rick Bensen, D-7980 Rotary Foundation Chair

Many of our Rotary clubs have a long-standing commitment to give kids with congenital heart defects a second chance . . . a *Gift of Life*. In celebration of The Rotary Foundation's Centennial, the D-7980 Rotary Clubs of Bridgeport, Newtown and Orange (CT) are committed to providing 300 children with lifesaving corrective cardiac procedures in India, Philippines, the Dominican Republic and Haiti by means of three separate Global Grants and a total investment of \$409,700.

Rotary Clubs of Santo Domingo (D-4060) and Orange partnered with Gift of Life International, International Children's Heart Foundation (ICHF), and other Dominican Rotary clubs and organizations to secure a Global Grant in the amount of \$269,700. Their goal is to provide 100 cardiac corrective procedures for Dominican and Haitian kids while training the local staff in the pre and post-operative care, surgical and interventional cardiac catheterization techniques, as well as equipment maintenance. Four VTT trips are scheduled during 2017. Our VTT team includes surgeons, anesthesiologists, OR nurses, respiratory therapists, intensivists, cardiologists and more.



The first VTT mission took place in February. A team of Rotarian and non-Rotarian medical professionals from eight countries were paired with their Dominican counterparts. The Rotarian team leader was Lynda Hammond, RC Orange, and the non-Rotarian medical team leader was Dr. Rodrigo Soto, from Chile. Eleven open-heart procedures and 13 interventional cardiac catheterizations were performed with all kids doing well upon departure of the team. Three more trips to the Dominican Republic are planned over the next year.



Note: One of the volunteers, Dr. Daniel Garros (shown here), a pediatric ICU intensivist, was an Ambassadorial Scholar in 1992. He was sponsored by the Rotary Club North (Brazil) in District 4670 to advance his training in pediatric critical care. He studied in Winnipeg, MB, a city that he now calls home.

After the Sandy Hook massacre in Newtown, CT, when 20 children and six teachers lost their lives, the Rotary Clubs of Bridgeport and Newtown promised to save 26 lives through Gift of Life. They accomplished that in 2013, and now in 2016-17 they have partnered again to save 100 additional lives in Cochin, India (D-3201). Jatin Mehta, a Bridgeport RC member and originally from Mumbai, has been instrumental in annually doing one or more Global Grants in his home country.

The Newtown Rotary Club will also be partnering with the Cebu RC in the Philippines, in conjunction with their Rotary Community Corp to perform 100 life-saving surgeries for children under age 8 this year. Most of the surgeries will be performed in Cebu, but the most complicated will be transferred to Manila. The Cebu Rotary Community Corps not only facilitates logistics and hosts patients' families, it also raises funds through a series of sports-related events including a family fun runs.

Be a Part of History!

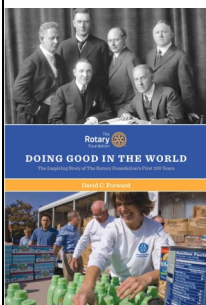


What do Bill Gates, Jack Nicklaus, and Sen. Bob Corker have in common? They will all be featured speakers at the upcoming Convention in Atlanta! Also key to the festivities will be birthday events surrounding The Rotary Foundation's centennial. Don't miss out! Make your reservations today.

100th Birthday Party

One of the main events on the convention calendar is the Foundation's birthday party. Join President John F. Germ and fellow Rotarians for ice cream and cake to commemorate this milestone. The first party sold out but Rotary fellowship could not be slowed — a second cake and second session has been added to the schedule and tickets are available on rotary.org.

Book Signing



Have your copy of "Doing Good in the World: The Inspiring Story of The Rotary Foundation's First 100 Years" signed by its author, David C. Forward, governor (twice!) of D-7500 in New Jersey. You can purchase the book and ask Dave to sign it in the House of Friendship at the Rotary Resource Center.

Centennial Exhibit

Learn how The Rotary Foundation became a global leader in humanitarian service. Be inspired and find out how you can contribute to its lasting impact — in your community and around the world.

Foundation Centennial



A Good Idea Takes Root in Russia

Excerpts from "Doing Good in the World," the history of The Rotary Foundation written by District Governor Dave Forward, are appearing in this space on an ongoing basis to help celebrate the Centennial of The Rotary Foundation.

This month's excerpt, from page 235 and following, tells how Rotarians in District 5010 (Alaska) found a sustainable way to support their neighbors in Siberia that grew beyond their wildest imaginings.

Alaskan Rotarians Steve Yoshida and Will Files discussed the suffering of people trying to survive in the brutal winter of Russia's Far East without heat or electricity, because the local government had been unable to pay utility bills after the collapse of the Russian ruble. ...

The two Rotarians talked about the friends they had on the Kamchatka Peninsula and how such dire conditions would affect their health, in an area where average male life expectancy was already only 46 years.

In considering how their club, the Rotary Club of Homer Kachemak Bay, could help its Russian neighbors, Files brought up the project the club



had been organizing since 1984: the annual health fair. The men began planning a trip to eastern Russia to see if the idea of convening health fairs that provided health education and prevention would be helpful. The Rotary Foundation provided a grant for them to travel to Kamchatka Peninsula and discuss the proposal with civic leaders, medical practitioners and the five Rotary clubs in that region. They drew an especially positive response from the Rotary Club of Yelizovo, and three members of that club traveled to Homer to observe the next Rotary health fair.

Convinced that a health fair would be a very valuable service for their own community, the Russian Rotarians began planning the Yelizovo Rotary Health Fair. Roughly 1,000 people came to the event, which featured booths offering medical advice, screenings, and medical attention. Many of the visitors saw a doctor for the first time in years. The event was such a success that word spread across the region, and a few months later, seven Rotarians from clubs in Petropavlovsk, Yuzhno-Sakhilinsk, and Yelizovo flew to Homer to participate in the next health fair and to make plans to expand the idea back home. In addition to sponsoring Rotary health fairs in their own cities in Kamchatka, the Rotarians hosted a conference that trained representatives from 20 Russian cities on how to convene a Rotary health fair.

From this simple conversation between friends, hundreds of health fairs—including mobile fairs and events focused on young people—attracted more than 50,000 people. "A health fair showcases local resources, so our intent is not to bring in experts for short periods and then leave. The main work will be carried out by local Rotarians," says Will Files. The original Rotary Foundation grant provided the seed money to launch the idea, followed by a \$125,000 grant from USAID and a \$330,000 Rotary 3H grant.

Rotary Shares!

The New York City clubs have come to realize that while each club has a distinct identity, working together makes them even stronger:

Here's why:

- ◆ We are volunteers with limited time; this shares the workload amongst many.
- ◆ It is hard to approach the same pool of donors for support; varied event types appeal to varied people increasing support.
- ◆ Not everyone is good at everything; it's smart to take advantage of each club's strengths and connections to maximize impact and success.
- ◆ Combining makes it much easier to get the needed volunteer force.
- ◆ We live close enough that Rotarians can easily attend other clubs' meetings and events, creating friendship and gaining insights in how to strengthen our own clubs.

Examples of joint projects include:

- ◆ An annual holiday toy drive started by Metro NYC RC is now in its 15th year; other area clubs have joined to make each year "the biggest toy haul yet!"
- ◆ "Rotary Joins Hands" is a hands-on service event for fall school painting/organizing and for spring public parks planting and painting.
- ◆ One club's World Polio Day event became a success when other clubs joined in to create fun, fellowship and fundraising.
- ◆ This year, District Governor Lora Hugelmeier "officially" visited by area rather than by club, and it became a night to remember with a ten-course Chinese banquet, drum circle, and funds raised for Hope Haiti.

—Cecily Smith

Membership Matters

We are More Together: Rotary in NYC

By Cecily Smith, Rotary Club of Metro NYC

In a place as eclectic as New York City, is it any wonder that the Rotary Clubs are just as unique as the city itself? In Rotary District 7230, meet the seven Rotary Clubs in Manhattan and Riverdale that constitute Area 5.

RC of Chinatown NY: This club truly embraces the ethos "Do Good and Have Fun." It is involved in the community from scholarships to the senior center. (And they have the best Chinese banquet Rotary lunch out there!)

RC of Harlem: A small club that has a big impact in their local community, especially with literacy and youth programs, and is celebrating its 50th charter year in May 2017.



RC of Inwood: Located at the northern tip of Manhattan, this club is very involved in their community, from supporting veterans to holding Earth Day at the local school. It also has members who have been on the ground for disaster relief in Haiti, the Rockaways, and more.

RC of Metro NYC: A New Generations club started by Rotaractors, Metro NYC has diverse international membership, hosts Fireside Fourth cultural meetings, and is involved in monthly hands-on service as well as fundraising for local and international projects.



RC of New York: This prestigious club was the sixth chartered in the US. While steeped in Rotary history, it is also forward-thinking: Its Rotary Breakfasts at the United Nations with truly inspiring speakers are now live-streamed and available for viewing by all Rotarians worldwide.

RC of Riverdale: In both its own endeavors and active support of other District clubs, Riverdale has the Rotary spirit! From Gift of Life International and PolioPlus to local community support, the club has a real impact in all their projects.

RC of Wall Street: The newest club in NYC, in its seven years the club has been showcasing great Rotary ideas from the start: documentary movie night fundraisers, partnership with a homeless shelter, vocational/entrepreneurship mentoring in Haiti and more.

The future of Rotary is tied to Rotaract. In supporting Rotary projects and their own fundraising and hands-on service, Rotaract Clubs of the United Nations, Pace University, and Baruch College are important to Service Above Self in NYC.

Rotary's String of Pearls

It started over breakfast in Winnipeg, and almost immediately, Dave Forward, two times governor of District 7500 and author of Rotary books including the just-published "Doing Good in the World," decided to collaborate with me on a new book that would tell the stories of Rotary Peace Fellows.

Dave spoke to RI President John Germ about the idea, and received both his blessing and the instruction: "Get the book published in time for Atlanta!"

The result has been a whirlwind tour across the Peace Centers and into the lives of some of the incredible scholars who, with financial support from Rotary and inward drive and academic excellence all their own, are already working for peace in their homelands and in regional hotspots across the globe.

Early on, Dave learned that 10 Rotary scholars reside and work in Yangon, and that they meet for dinner once monthly to exchange stories and concerns. We immediately decided to join them there to learn more about peace-making on the ground in Myanmar's fragile democracy.

Meanwhile, thanks to a grant that paid for production and printing and the pro bono involvement of everyone concerned, every dollar raised by the sale of the book will be donated to the Rotary Peace Centers.

The book will be debuted in the Foundation booth at the House of Friendship in Atlanta; to reserve your pre-publication copy, go to www.RotaryStringOfPearls.com.



Dave Forward and Marty Helman exchange banners with the RC of Yangon while Rotary scholars look on.

tasted salt," Ashley explained. "How do you describe to that person what salt tastes like?" Ashley and her team reached out to 22 million Burmese citizens to provide a crash course on democracy, the election, and what it all means. The success of her efforts is shown in that the 2015 election was generally agreed by international monitors to have been remarkably free and inclusive.

We also shared dinner with the leadership team of the Rotary Club of Yangon.

What is it like for an entire club to be new to Rotary and the nearest Assistant Governor to be located an airplane ride away in Thailand? It's a matter of trial and error. For example, the club first voted that it would only accept Burmese business executives into their membership; they did not want the club to be "run" by expats. More recently, they are realizing that they could profit from the knowledge of those foreigners living in Yangon who have Rotary experience.

Club members are also besieged by requests to do projects with Rotarians who visit Yangon as tourists and who tend to have great ideas of what the local Rotarians could or should be doing in their own country. In fact, a discussion of the club's current projects provides a random list of Rotary activities — all good, but no signature projects that club members are themselves passionate about.

Putting on my District Foundation Chair hat, I found myself recommending that the club take time out to develop their own agenda, and then ask their frequent visitors to see how they fit into the Yangon RC's projects and goals, not vice versa.

Membership Matters

A Visit to Rotary's Newest Nation: Myanmar

By Marty Helman, Rotary Peace Centers Major Gifts Initiative Committee

Ask a member of the Rotary Club of Yangon in Myanmar how old the club is, and you will be proudly told that the club was originally *founded* in 1929, and that it was *re-constituted* in 2014, as fragile democracy was taking hold.

Governor Dave Forward (D-7500) and I traveled to Yangon earlier this year to interview Rotary Peace Fellows for the book Dave is writing that will debut in Atlanta (see sidebar) and which will share their remarkable stories.

We met Naing Ko Ko, a former student activist who spent more than six years in prison for his political activities. He is now a Rotary Peace Fellow and expert on corruption in the financial sector. He is also working in Aung San Suu Kyi's government, alongside a general who formerly ran the prison in which N.K. was systematically tortured.

We spent time with Ashley Prichard, an Ambassadorial Scholar who currently teaches each year at the Peace Center at Chulalongkorn University in Bangkok. Ashley was awarded a 9 million euro grant from the EU to prepare Burmese people and ministerial candidates for the 2015 elections, the first free elections in Myanmar in 60 years.

"Imagine you are talking to a person who has never

Service Above Selfie

It started with a question: "How can we make a resource table interesting?" District Governor Michelle O'Brien (D-5550), also an incoming Assistant Rotary Public Image Coordinator, answered: "Photo booth."

That led to a quick trip to a Party City store for blue and yellow paraphernalia and the debut of "Service Above Selfie" at Pacific Northwest PETS.

A "Bling Box" provided wigs, hats, tiaras, oversized glasses, beads and foam fingers with, you guessed it, purple pinkies. A Rotary backdrop



ensured that the many photos posted on Facebook, Twitter and Instagram all promoted Rotary, with smiles, fun and fellowship.

The core of public image is to encourage members to tell their Rotary stories. Successful social media strategies engage people with a mixture of serious and entertaining posts.

Creating your own Service Above Selfie booth at Rotary or community events is fun and a great way to start a conversation about Rotary.

Of course, many of the photos taken at the booth were not true selfies (since the pictures were taken by others). That's the "service" part of Service Above Selfies.

Public Image

Facebook and Social Media: Boot Camp



By Sean Hogan, Public Image Coordinator, Zone 24 West

Rotarians in British Columbia and Washington from Districts 5040 and 5050 held a hands-on working session to learn effective use of Facebook and other social media.

This was the third and final Public Image Boot Camp, following one on Marketing and Strategic Planning, and another on ClubRunner websites. The topics were identified from the results of a public image survey completed last year.

That survey also identified Rotarians with experience and skills in traditional or social media, story-telling, photography, video, advertising, marketing and other public relations skills. This list was used to identify volunteers to organize the Boot Camps and to form a District Public Image team.



Director Dean and Rhino Rohrs get into the Rotary spirit at the Service Above Selfie photo booth at Pacific Northwest PETS (left) while Governor-elect Lindagene Coyle (above) reviews Facebook best practices at the recent Social Media Boot Camp held jointly for Districts 5040 and 5050.

The social media session incorporated a combination of presentations and group discussions. Participants worked online with laptops and tablets. Feedback was shared and the presenters worked the room to assist so that everyone left with a better, practical understanding of the use and power of social media.

D-5050's Governor-elect Lindagene Coyle encouraged all of her presidents-elect to send at least three club members as part of their preparation for the 2017-18 Rotary year.

While Facebook was identified as the most popular type of social media, the session organizers also reviewed and gave advice on Twitter, Instagram, LinkedIn, and more.

After the session, all of the training materials were posted to www.district5050.org to provide resources for any other clubs or Districts to use for their own training. The session was videotaped and segments will be made available as well.

If your District is interested in holding a Public Image Survey and developing a training course, contact RPIC Sean Hogan at shogan@buckleyhogan.com

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Calendar of Events

Saturday, April 1, 2017 — Duke/UNC Peace Symposium, Chapel Hill, NC. FMI and registration: <http://rotarypeacecenternc.org/events-publications/spring-2017-conference/>

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



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

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

June 10-14, 2017 — 2017 Rotary International Convention, Atlanta, GA. FMI: www.riconvention.org.

Sunday, June 11, 2017 — Beyond Borders Dinner, Atlanta Aquarium. **SOLD OUT!**



October 16-22, 2017 — Zone Institute, Hartford, CT. <http://bit.ly/2017zone>.

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

February 9-11, 2018 — Presidential Conference on Environmental Sustainability and Peace, Vancouver, BC. **SAVE THE DATE!**

June 24-27, 2018 — RI Convention, Toronto. **SAVE THE DATE!**



September 20-22, 2018 — Zone Institute 2017, Montreal. **SAVE THE DATE!**

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

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

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

June 5-8, 2022 — RI Convention, Houston, TX.

Rotary Events

Become a Sponsor of the 2017 Institute!

The organizing committee for the 2017 Zone Institute invites *your* Rotary Club or District, your business or organization to participate in this Institute by becoming a Sponsor. Your sponsorship will get your Rotary Club, District or business recognized by knowledgeable Rotarians (like you) who are leaders and decision makers within their industries and within the Rotary world!

Imagine sponsoring a session featuring Ian Riseley, RI's President 2017-18, or Sylvia Whitlock, Rotary's first woman club President.

"Make a Difference" Sponsorship Opportunities

Lead Sponsor (Exclusive): \$5,000

Class Dinner at Infinity Hall: \$2,500

Pre-Institute Sponsorship: \$1,000

What will my Club District or Business receive by becoming a Make a Difference Sponsor?

- ◆ Your logo and company name displayed prominently on Institute signage placed throughout the event as well as on the Institute website
- ◆ Your company will have an opportunity to display business material in the Friendship Center and at the registration area of the Institute
- ◆ Your company will be acknowledged in all pre-Institute material
- ◆ Your company will have a full-page advertisement in Institute Program
- ◆ Your support will be acknowledged verbally in events and seminars

"Heart of Rotary" Sponsorships (perfect for a club or District)

AV Sponsorship: \$750 (includes half-page advertisement in Institute Program)

Plenary Session Sponsorship: \$500/session

(Available in all general sessions that feature special speakers)

Break-Out Session Sponsor: \$300

What Will My Club, Business or District receive by becoming a Heart of Rotary Sponsor?

- ◆ Your Rotary Club, business, or District's banner will be displayed at the plenary or break-out session that you sponsor.
- ◆ Your club or District's generosity will be featured in the Zone 24/32 newsletter and on the Zone Institute website.
- ◆ You will have an ad in the Institute Program (size depending on the size of your donation).
- ◆ You will be verbally acknowledged during your sponsored session, and your club president or District Officer is invited to welcome attendees at the session.
- ◆ You can welcome guests to your session.

To become a Sponsor, go to:

<https://www.crsadmin.com/EventPortal/Registrations/PublicFill/EventPublicFill.aspx?eventid=94688554-659b-474e-9ecd-0aa14d1db046>