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Zone 32: Bermuda,
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**August
2017**



**"For last year's words belong to last year's language,
And next year's words await another voice.
And to make an end is to make a beginning."
—T.S. Eliot**

When I sat down to write this message a week ago President-elect Samuel Frobisher Owori was still with us. Today -- as I leave to attend his funeral in Kampala, Uganda -- this quote really resonates with me in a very poignant way. Sam Owori was not only my friend and mentor but a friend and mentor to all of Rotary. He was not only a Man of Africa, he was a man of the World — and especially the Rotary World. I will miss him greatly -- and I will not be the only one. I ask all of you to carry his wife Norah and his family in your heart and your prayers. Norah and Sam have been together since primary School. Sam, we will miss you. Rest softly and in peace.

A new beginning, a new year and a new adventure ... and as we begin this journey together, I wish you all a truly wonderful Rotary year ahead. I thank all of you who have worked hard to energize and grow Rotary in Zones 24 and 32. Congratulations to all the District Governors who now join the Past District Governor Club. A special thanks to all the Coordinators who supported the Districts and spent many hours being a friend, a trainer and a strong resource. Thanks to PDG Marty Helman and Hans Granholm who have so diligently worked in putting together this Newsletter and getting my messages out to all of you.

Our Zones have faced challenges this past year with the Re-Zoning where we will gain new Districts and new friends; the further loss of members in many of our Districts; the challenge to adjust to the needs of younger members, and the need to change our way of doing Rotary in this fast-paced world. We have also celebrated great successes. Our continued generosity to the Rotary Foundation in all its aspects — including Polio eradication — keeps us at the top of donor lists; the induction of 14 Canadian AKS members, the many Million Dollar Dinners and the work done by the Districts via Global and District Grants.

It was wonderful to catch up with so many of you at the International Convention in Atlanta. The Beyond Borders Dinner at the Aquarium was a fabulous success! Wasn't that an amazing Plenary session with the Polio pledges — \$1.2 billion! As Americans and Canadians we can be so proud of the way our governments have continued their support for this initiative. Now onwards to Toronto in 2018!

This year I will ask everyone to continue the focus on growing our membership in innovative and flexible clubs, engage our membership with international and local projects and to continue to be generous to our Rotary Foundation. In addition, I will be asking the Districts to look at their carryover of DDF. When funds were donated to the Annual Fund, they were not donated to a savings account, but to be spent on Rotary work.

What Comes Next?

Never before, in Rotary's 112 year history, has a Rotary International President-elect died prior to taking office.

So when the news of Sam Owori's death broke, amid the real grief and human emotions involved, experts at Rotary headquarters read the RI by-laws and policy statements carefully for instructions on what to do next.

And the go-forward is unequivocal: The policy states that it's up to the Nominating Committee to select a replacement. However, the 2016-17 Nominating Committee that selected Sam Owori one year ago was "sun-setted" with the end of the Rotary year on June 30.

Therefore, it's up to the 2017-18 Nominating Committee to make the selection. That Committee was slated to select the 2019-20 President-nominee later this month; now, in addition to that task, the Nominating Committee will select a replacement 2018-19 RI President-elect from those of last year's candidates who are still interested in the position and who are not serving on this year's Nominating Committee.

The 2017-18 Nominating Committee will meet August 7-8 in Evanston to make both selections. Stay tuned to this space — as well as Facebook and www.rotary.org — to stay up-to-date on its proceedings.

Two More Clubs!

In the final week of Rotary year 2016-17, after last month's newsletter was ready for publication, two more clubs joined our Zones, both with fascinating names! They are:

- ◆ Veterans for World Peace, New York, NY, in District 7230
- ◆ Red Deer Urban Spirits, Red Deer, AB, in District 5360.

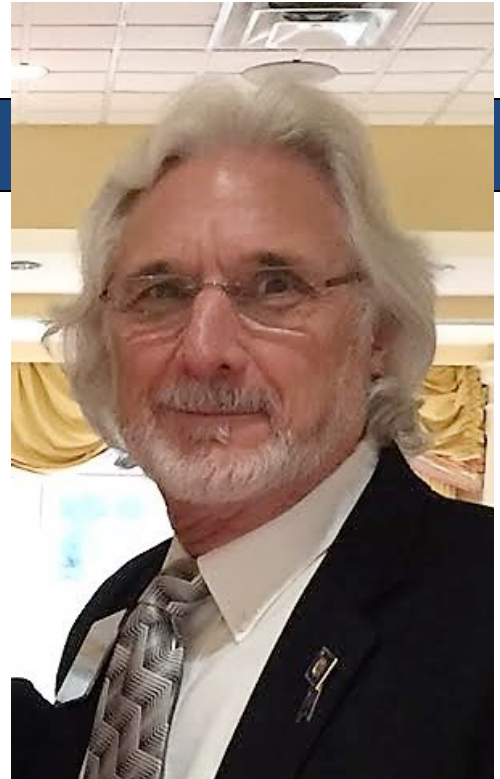
We welcome both to our increasingly flexible Rotary family.

Jeffry's Journey

Milestone to Service

I am writing this entry one day after receiving the news of the passing of our President-elect, Sam Owori. Oh my.

I was in a meeting when I received the email from President Ian. I typically don't respond to email notifications in the middle of a meeting — I'm not sure what caused me to check this one. As I'm sure it was for all of us when we learned of the news, I was stunned. I excused myself from the meeting and read the email over and over in disbelief. It still hasn't totally sunk in. We joined others from around the globe with expressions of sympathy to Sam's wife Norah, and his entire family.



By the time you read this, Rotary administration will be deep into the process of doing what needs to be done as a result of Sam's passing. This is new territory for us to lose a President-elect so close to their term as President. As we all honor Sam's legacy of service to his country, the continent of Africa, and our organization, we will also each need to offer an even higher than normal level of support to his replacement. There is no better way to honor Sam. His passing is another reminder to us that we need to treat each day as if it will be our last, because one day we'll be right. Rest in Peace my friend.

Our convention in Atlanta marked the official election of each of the Directors 2018-20 from around the globe. It was a milestone for sure in this journey. I sat in the audience side by side with David Stovall (Georgia) and Larry Dimmitts (Kansas) who are the two other North American Directors who will come onto the Board 1 July 2018. We were gathered there that day with tens of thousands of like-minded members of our Rotary family. We spoke about what a humbling moment this was. How honored we each felt to have this new opportunity to serve. We then wondered aloud to each other, what happens if they call your name and there is a resounding chorus of **NO!** from the audience? What if they called your name and the silence was deafening? Had that ever happened? Would one of us be the first Director to NOT be elected? We laughed together at the improbability of that happening, and then held our breath. So if you were there you know that none of the above happened. Phew! Onward.

We have also now completed the very first official part of our orientation, which was a webinar (interpretation provided where necessary) for all of those in our class of incoming Directors. I still pinch myself occasionally. That phenomenon is likely never to stop. This latest assignment in my journey of service in our organization is just such a privilege. I am forever grateful to each of you for the opportunity.

Next month I will chronicle for you the journey that led to this. Until then, stay safe, and live every day as if it is your last.

—Jeffry Cadorette, Zone 24-32 Director-elect
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A Global Scholar Gets Involved in the Refugee Crisis

By Meghan Casey, Rotary Foundation Global Grants Scholar

As the world becomes increasingly globalized and the disparity between rich and poor becomes more distinct, global human movement becomes a more prevalent topic. Vulnerable people are forced from their homes and subjected to danger and trauma during their search for security. How the international community responds to this crisis defines our character and values as human beings. How this crisis is handled will determine how our future communities will be shaped for decades to come.

For the past two years, as a master's student at the University of Kent's Brussels School for International Studies and as a Rotary Global Grants Scholar, I have been advocating for positive social change in this area.

While growing up in Whitecourt, AB, I was involved in leadership programs, including the Oriole Youth Adventure Challenge – a five-day program aboard a tall-ship in Victoria – and the Town of Whitecourt's partnership with Japan, where I both helped host students and also traveled to Japan.

Then, as a teacher of English as a Second Language (ESL), I began to work with exchange students. In 2014 I began volunteering at the Inter-Cultural Centre of Greater Victoria and Immigrant Welcome Centre as a teacher's assistant. I thoroughly enjoyed working with individuals from different backgrounds and grew increasingly curious of their stories as new Canadians.

I graduated from the University of Victoria in 2015 and enrolled in a master's of human rights law and international migration in Brussels, Belgium the following fall.

I spent several weeks in 2016 volunteering in the unofficial refugee camp in northern France called "The Jungle." At the time, it hosted some 10,000 people, many of whom were unaccompanied minors. Camp conditions were horrific. People lived in flimsy tents pitched on an old asbestos dumping site. The French government refused to provide aid, and the organizations operating in the area struggled to provide for the growing population. In November, the French government executed an uncoordinated attempt to dismantle the camp. Some 1,000 children went missing, many of whom are suspected to have fallen in with human traffickers. I witnessed a weak and disjoint-



ed European governmental response, which taught me the inherent challenges of migration policy and the importance of informed leadership in government. When I returned to Brussels to finish my master's degree as a Rotary Global Grants Scholar, I approached my research from a new angle. For my master's thesis, I researched the implications of a particular EU policy for migrants and asylum seekers transiting through Turkey to the Greek islands. I spoke with Greek lawyers and other volunteers operating in the camps to assess how the agreement with Turkey had been implemented.

During this time, I was also a trainee at the European Parliament. Contributing to the legislative process was fulfilling, because it allowed me to put into practice the theoretical knowledge I had acquired during my studies. In many ways, I felt like I was making a difference, no matter how small! Further, I was learning about the decision-making process from the top-down. I had seen how certain policies

affected vulnerable populations, and now I was learning what factors influenced those decisions.

Through the incredible support of the RC of Whitecourt (D-5370), the RC of Houthalen Midden-Limburg (Belgium), and The Rotary Foundation, I have been able to challenge my own understanding of global human movement. Learning from experts, including NGO personnel and academics, allowed me to reimagine the topic of migration in Europe and North America.

Rotary's support has allowed me to advocate for a more positive portrayal of migrants in politics and the media, which ultimately affects how they are welcomed in their new communities. This is important because communities in our District, including my hometown of Whitecourt, have become more and more diverse over the past 20 years. Reflecting on the positive changes my town has experienced is a result of this growth is really what prompted my desire to further my education and explore the world. Without the support of my community and local Rotary clubs, I would not have had the opportunity to engage in so many opportunities, which have ultimately shaped me into the person I am today and will be in the future.

Thank you, RC Whitecourt and The Rotary Foundation!

Updated Rotary Vision Statement

At its recent meeting in Atlanta, the RI Board of Directors adopted a new vision statement:

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

The Board also adopted the 2018–19 annual goals for Rotary International and The Rotary Foundation:

Goals for Priority 1—SUPPORT AND STRENGTHEN CLUBS

1. Retain current members.
2. Increase current club membership.
3. Start new clubs.
4. Increase the number of female members, members under 40, and Rotaractors joining Rotary.

Goals for Priority 2—FOCUS AND INCREASE HUMANITARIAN SERVICE

5. Increase cash and District DDF contributions to End Polio Now.
6. Increase local and international, District and Global Grants funded with DDF.
7. Encourage Interact and Rotaract clubs to engage in service projects — including projects for the environment — with their local Rotary club and community.
8. Increase contributions to the Annual Fund and build the Endowment Fund to US\$2.025 billion by 2025.

Goals for Priority 3—ENHANCE PUBLIC IMAGE AND AWARENESS

9. Publicize the role of Rotary and Rotarians in polio eradication.
10. Build awareness of Rotary, and promote the People of Action campaign.
11. Increase awareness of Rotary club projects by using Showcase, Ideas and creating a club history.

Foundation Facts

Water Tanks Let Girls Stay in School

By Larry Jubie, Asst. Regional Rotary Foundation Coordinator, Zone 24 West

The Rotary Club of Everett-Port Gardner (D-5050) joined forces with the Rotary Club of Santa Cruz Barillas (D-4250) to provide a water system for the mountain village of El Porvenir in Guatemala.

The village is located on a mountaintop outside of Santa Cruz Barillas in Guatemala. The only way villagers could get water previously was to hike down the road to the river — an approximately six-mile roundtrip.

The task of getting water is left to the women and children of the village. Usually, the oldest daughter in the family is tasked with the responsibility. Water for drinking and cooking previously required the six-mile roundtrip, and clothes washing was done at the river, after which the girls would carry the wet clothes back up the hill. The lengthy trek meant that the girl assigned to this task could not attend school.



All that changed thanks to a Rotary Foundation Global Grant!

The total funds were \$7,000 from the Rotary Club of Everett-Port Gardner and \$3,000 from the Rotary Club of Everett. That was matched with \$10,000 in DDF from D-5050. Combined with \$15,000 from the World Fund, the \$30,000 grant paid for a 2500 liter water storage tank to be placed at every home in the village.

In addition, Everett-Port Gardner Rotarians arranged for the villagers to get together to create combinations of tanks so that everyone within a given “Water District” could draw on the combined supply for their drinking and washing needs. The Rotarians also installed tanks at the school so that the school children would have water to drink. All-in-all, a total of 57 water tanks were installed thanks to the grant and the joint efforts of the Rotary Club of Everett-Port Gardner and Rotary Club of Santa Cruz Barillas.

The American Rotarians who visited Guatemala to do the installations didn’t speak Spanish, and the villagers and the Rotary Club of Santa Cruz Barillas didn’t speak English, but love and respect were well understood by all and in good supply!

2016-17 Annual Fund—Total Giving

District	July 1, 2016			Annual Fund Giving			Per Capita Giving		Total Giving
	No. of Members	No. of Clubs	District AF Goal	2016-17	2015-16	Percent Change	2016-17	2015-16	2016-17
5010	1722	40	\$236,816	\$362,870	\$361,721	0.3%	\$210.73	\$214.54	\$450,863
5040	1413	49	\$178,990	\$297,722	\$220,651	34.9%	\$210.70	\$156.09	\$476,617
5050	2575	57	\$316,585	\$416,560	\$344,228	21.0%	\$161.77	\$134.20	\$567,358
5060	2693	58	\$337,360	\$442,071	\$378,788	16.7%	\$164.16	\$142.78	\$657,852
5360	1889	47	\$173,750	\$979,673	\$894,215	9.6%	\$518.62	\$459.51	\$1,669,857
5370	2187	57	\$299,242	\$341,504	\$330,614	3.3%	\$156.15	\$145.90	\$943,729
5550	1413	46	\$60,783	\$189,217	\$169,654	11.5%	\$133.91	\$113.48	\$274,937
6330	1784	57	\$167,085	\$223,328	\$194,297	14.9%	\$125.18	\$107.94	\$382,243
7010	1557	42	\$169,459	\$230,787	\$241,370	-4.4%	\$148.23	\$155.42	\$332,864
7040	1860	69	\$76,801	\$161,626	\$156,378	3.4%	\$86.90	\$82.92	\$626,618
7070	1979	56	\$206,565	\$298,438	\$267,288	11.7%	\$150.80	\$132.65	\$809,962
7080	1642	49	\$144,560	\$264,023	\$233,116	13.3%	\$160.79	\$137.13	\$594,727
7090	2212	68	\$197,100	\$301,400	\$271,836	10.9%	\$136.26	\$117.02	\$482,958
7790	1733	52	\$91,011	\$142,482	\$110,513	28.9%	\$82.22	\$63.33	\$229,310
7810	1130	40	\$30,400	\$76,675	\$66,729	14.9%	\$67.85	\$55.98	\$176,918
7820	1572	47	\$55,244	\$127,593	\$90,862	40.4%	\$81.17	\$57.76	\$254,986
Total Zone 24	29,776	858	\$2,742,731	\$4,856,731	\$4,339,185	11.9%	\$163.32	\$143.32	\$8,934,092
7210	1635	58	\$88,286	\$188,415	\$137,035	37.5%	\$115.24	\$83.25	\$261,987
7230	1235	44	\$28,400	\$129,520	\$124,059	4.4%	\$104.87	\$96.69	\$381,738
7255	1845	73	\$30,100	\$166,450	\$154,142	8.0%	\$90.22	\$83.19	\$586,089
7390	2319	43	\$219,875	\$365,650	\$308,138	18.7%	\$157.68	\$131.80	\$417,373
7410	1142	43	\$68,190	\$90,083	\$89,460	0.7%	\$78.88	\$80.23	\$199,822
7430	1739	45	\$182,216	\$284,220	\$209,602	35.6%	\$163.44	\$119.43	\$587,001
7450	1457	50	\$162,125	\$158,471	\$173,127	-8.5%	\$108.77	\$116.58	\$276,242
7470	1152	49	\$98,260	\$151,943	\$135,821	11.9%	\$131.89	\$113.56	\$259,204
7490	1221	50	\$27,726	\$60,902	\$62,763	-3.0%	\$49.88	\$50.45	\$160,652
7500	1149	37	\$91,300	\$141,416	\$147,591	-4.2%	\$123.08	\$128.90	\$193,927
7510	1033	39	\$37,100	\$105,547	\$106,286	-0.7%	\$102.17	\$102.39	\$139,544
7640	1109	44	\$28,736	\$84,759	\$112,437	-24.6%	\$76.43	\$102.68	\$127,769
7780	1632	40	\$174,376	\$246,625	\$212,657	16.0%	\$151.12	\$129.99	\$511,300
7850	1458	42	\$78,651	\$150,351	\$139,404	7.9%	\$103.12	\$94.45	\$207,674
7870	2101	60	\$73,220	\$146,824	\$151,425	-3.0%	\$69.88	\$71.23	\$279,218
7890	2097	59	\$162,211	\$215,643	\$228,666	-5.7%	\$102.83	\$108.99	\$294,998
7910	1455	51	\$117,341	\$211,828	\$197,245	7.4%	\$145.59	\$131.67	\$274,514
7930	1865	47	\$104,716	\$205,946	\$185,516	11.0%	\$110.43	\$95.23	\$309,747
7950	2225	65	\$140,707	\$156,907	\$167,878	-6.5%	\$70.52	\$74.18	\$216,109
7980	2167	58	\$299,875	\$400,962	\$327,390	22.5%	\$186.03	\$147.61	\$560,061
Total Zone 32	32,036	997	\$2,211,411	\$3,662,461	\$3,370,640	8.7%	\$114.32	\$103.85	\$6,244,972

All data from The Rotary Foundation as of July 24 — interim and unaudited.

Calendar of Events

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

November 11, 2017: Rotary UN Day. *Please note that activities that normally take place on this day in New York City will take place in Geneva this year.*

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

February 9-11, 2018 — Presidential Peacebuilding Conference on Environmental Sustainability, Vancouver, BC. <https://environmentandpeace.com/>

February 17 — Presidential Peacebuilding Conference on Water, Sanitation and Hygiene, Beirut, Lebanon. <http://rotaryd2452.org/waterconf/>

Feb 22-24 — Mid-Atlantic PETS, Valley Forge Casino Resorts, King of Prussia, PA.

Saturday, February 24 — Presidential Peacebuilding Conference on Disease Prevention and Treatment, Coventry, England. www.rotarygbi.org/peacebuilding-conference-2018/

Feb 23-25 — Pacific Northwest PETS, DoubleTree Hotel, Seattle, WA.

Mar 8-10 — Northeast PETS, Sheraton Hotel and Convention Center, Framingham, MA. www.nepets.org

Saturday, March 17 — Presidential Peacebuilding Conference on Economic and Community Development, Sydney. <http://rippc2018.com.au/>

March 23-24 — Mid-Northeast PETS, Hanover Marriott, Whippany, NJ.

Saturday, April 28 — Presidential Peacebuilding Conference on Maternal and Child Health, Taranto, Italy. www.rotaryitalia.it/presidentialconference/

Saturday, June 2 — Presidential Peacebuilding Conference on Basic Education and Literacy, Chicago, IL. www.rotaryliteracy.org/

Sunday, June 24 — Beyond Borders Dinner, the Hockey Hall of Fame, <http://tinyurl.com/beyondborders2018>

International Service

Rotarians Commit to Landmine Eradication

Have you or anyone you know ever stepped on a landmine? Probably not — aren't we fortunate! If you live in Cambodia, Iraq or Syria, however, you may not have been so lucky.

Rotarians have committed time and money to eliminate many ills that plague our world, including longstanding support of landmine eradication. We at the Canadian Landmine Foundation (CLMF) are asking Rotarians to renew their commitment to eliminating these hideous devices.

Landmine use is on the rise and funding has steadily declined over the past number of years. Overall funding for landmine relief is at its lowest point in 10 years.

Yet many are still suffering.

As many as 18 people, mostly children and women, lose their lives or limbs **each day** to the catastrophic effects of landmines. The conflicts that led to these landmines may have been over for decades, but the suffering continues. It is time for Rotarians to revisit their commitment to this worthwhile cause. In keeping with this year's Rotary theme — it is time once again for Rotarians to make a difference.

We are asking clubs and Districts to strongly consider supporting our organization, which has substantial and active Rotary representation. How can you help?

- ◆ Consider a donation to Canadian Landmine Foundation as part of your International service budget. For as little as US\$200 you can fund landmine clearing for a day — that's another 100 square meters that can be made safe to work, farm and play!
- ◆ Combine fellowship and fundraising by holding a "Night of a Thousand Dinners." Use this gathering to not only raise money for a worthwhile cause, but also to build awareness and educate those in your community about the devastating effects of landmines.

Donations may be made online at www.canadianlandmine.org, or by check mailed to: Canadian Landmine Foundation, c/o LCMSDS Wilfrid Laurier University, 75 University Avenue West, Waterloo, ON, N2L 3C5



Our Oops!

We inadvertently left out the name of Will Files, from the Rotary Club of Homer-Katchemak Bay in District 5010, from the list of 2016-17 Service Above Self winners. To learn about Will's remarkable work to develop Health Fairs in Russia, check out the article on page 8 of the April 2017 edition of this newsletter. Congratulations on your great work, Will!



Districts Do Their Part To Reach Total Eradication

By Carol Toomey, Zone 32 End Polio Now Coordinator.

Every few months I have the privilege of sharing information about the job I have chosen in Rotary: the fight against polio. It's been many years since we first made that promise to the children of the world to end polio. And no one realized then that it would be such a long fight.

Recently, I found a book entitled, "How to Succeed in the Game of Life." The book includes interviews with some of the world's greatest coaches — coaches who know how to overcome adversity.

"I think sometimes people don't realize the scale of what these immunization campaigns are actually like," says International PolioPlus Committee Chair Michael K. McGovern. "Rotary and its partners have administered 15 billion doses since 2000. We've immunized 2.5 billion kids. Repeatedly reaching the kids to raise their immunization levels is very personnel intensive."

Even if the last case of polio is identified this year, a huge amount of work will remain to ensure that it stays gone.

In the effort to eradicate polio, there have been many great coaches. We all appreciate what Dr. Bob Scott, PRIP John Germ, and PRIPV Mike McGovern have done and will continue to do in this fight. They have been great examples of good leadership. But there are so many others.

I thought it would be nice to hear from some of our recent coaches and how they encouraged others. First, I called IPDG Russell Bertrand of District 7950. Russ's District had a great year and gave MORE than 20 percent of DDF to PolioPlus! With the 50 percent match from the trustees and then the tripling, almost \$300,000 will be available for polio eradication. "What is your secret?" I asked. "I named PDG Joe Clancy as the District polio chair. And I made sure that polio was part of every District Foundation event — we did something to raise awareness and funds at each District function."

So I called Joe Clancy. "I formed a committee of PDGs and polio survivors," he explained. Each ambassador was assigned four or five clubs. "This can't be assigned to the AGs," he said. "They have enough to do. And it was a great way to keep PDGs active. They need to know they are needed and valuable." What will you do differently this year? "I will bring back the team and educate them on the value of supporting polio so we can wrap it up. It's a great way to get people involved and possibly identify fu-

ture Rotary leaders. If you sell them on the idea, you can get it done." His final comments: "I'm looking forward to the end as we are now on the back nine."

IPDG Jay Polimeno from District 7850 was my next call — his District gave 20 percent of DDF to polio eradication early in the

year. "The District has always done that," Jay told me. "It is an important tool and all the upcoming DG team will continue to do that. We decide that as a team. The clubs concentrate on giving to the Annual Fund so the governor team feel this fills the gap. And we have Marilyn Bedell, our Foundation chair, to thank for her leadership. Our District is really into youth and so we push Purple Pinky Day. Polio is a disease that means nothing to them. Promoting Purple Pinky Day is a great way to educate them."

What about Mike McGovern's home District 7780? Early in the year, the District earmarked 20 percent of DDF to PolioPlus. And by year's end, every

club in the District had contributed at least something, for a total cash donation (before matches) of just over \$70,000. There's more: Between a special donation, community gifts in honor of Mike's civic retirement plus its "regular" contributions, Mike's home club of South Portland-Cape Elizabeth added a whopping \$18,274 to the PolioPlus coffers. It's clear that Rotarians in District 7780 feel strongly about the goal of eradication — and just as strongly that Mike McGovern is one of their own.

IPDG Linda Young from District 7430 also had an extremely successful year in polio giving. "We had a large donation that really helped. We also had a Purple Pinkie Race/Walk that raised \$17,000. But most important is that almost every club set a goal." That says a lot for goal setting.

The year 2017-18 is just starting. Have all the clubs in your District set goals? Do you have a team of "ambassadors" to help your clubs meet these goals? Do you have a method of educating new Rotarians and/or our youth? Some of them have never heard of polio. What is your game plan?

The fight has come a long way, but it is far from over. And while many involved in the effort say we may detect the final naturally occurring case of polio this year, getting to that point — and ensuring that the disease remains gone — will continue to require money, hard work, and the support of Rotarians around the world.



Rotary International

Club and District Support

Victoria Schiffman, Senior Officer
Victoria.schiffman@rotary.org
847-866-3354

Support for 7390, 7410, 7430, 7450

John Hannes, Senior Officer
847-866-3275

Membership Development

Diana Edwards
Regional Membership Officer
Diana.edwards@rotary.org
847-866-3496

Major Gifts

Carolyn Ferguson
Senior Major Gifts Officer—Zone 24
Carolyn.ferguson@rotary.org
905-304-6831
Amanda Lawson
Major Gifts Officer—Zone 32
Amanda.lawson@rotary.org
847-866-3239

Annual Giving

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

Rotary Support Center

rotarySupportCenter@rotary.org
866-976-8279 or 866-9ROTARY
www.rotary.org

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

Polio Plus

A Survivor and a Champion

By Pat Killoran, PolioPlus Coordinator, Zone 24 West

Those of us who attended the Rotary International Convention in Atlanta returned home with plenty of inspiration from the “good news” messages about Polio Funding. I must admit, however, that I came home with a little extra inspiration because of an occurrence directly related to polio but unrelated to the convention.

Following the convention, we spent a few days in the coastal town of St Mary's, GA. It's



Edna today (left) and when she was one of a crowd of polio patients in a Florida hospital in 1946.



there that we met an elderly lady named Edna, who stood out because she hobbled to her chair. Brief introductions took place, and Edna asked if we had attended the Rotary Convention. She continued, “Rotary does great work with polio, you know.” Yes, we knew, but it was great to hear her volunteer the praise.

She continued, “I am a polio survivor.” She further explained how she is now dealing with Post-Polio Syndrome.

She talked briefly about her past and was quick to show us the brace that was her daily reminder of polio. She told us that as a determined young woman she had been accepted to the University of Florida but when they discovered she had mobility challenges they suggested she attend a smaller university. Edna gleamed as she exclaimed, “I wrote them back, told them to get ready because I was coming...and that my daddy is a lawyer!”

Everything she said indicated she was a champion.....a Polio Champion! Later, she gave us the message of a champion!

I took off my End Polio Now pin to present to her. “Rotary does very important work in supporting polio eradication,” she said, “but it is also very important that we remember the needs of the survivors.” She observed that “many of those that survive live their lives with challenges that many of us don't face. Many are affected with the stigma of polio. Those with Post-Polio Syndrome need support later in life that perhaps they didn't need in earlier years. Braces and other medical interventions are not cheap and in many countries, are not covered by health insurance.”

She had our attention and her message was clear, forceful, yet polite ... as you might expect from a champion. **“Do all you can to prevent the disease. But don't forget those of us who have it!”**

Great inspiration from a woman who has her own fight with polio but who didn't miss the chance to recognize Rotary and champion the cause for all.

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Membership Matters

Say Goodbye to Weekly Meetings

By Carolyn Johnson, Zone 32 Rotary Coordinator

One of the best things about Rotary is the opportunity to visit clubs when traveling. Attending clubs away from home can be a source of inspiration, new friendships and new ideas. Rotarians have long embraced the idea of “make ups” to supplement attendance at their home club. What if there was a club whose premise was for members to experience all the good that other clubs have to offer? Enter: The Rotary Passport Club.

Passport Clubs offer flexibility and low cost. They are official clubs — with officers and a board of directors, based in a designated geographical area, and with an emphasis on fellowship and service. Sound familiar?

But here's the twist: Passport Clubs meet quarterly with the expectation that each member is engaged with Rotary, but on terms and a schedule that work for the individual. In District 5180, the Passport Club sets its engagement expectations (rather than attendance expectations) in terms of “lives saved.” Each member is expected to ‘save a life’ by engaging in 40 hours of Rotary activities or contributing \$1000 to The Rotary Foundation (or a combination of the two) within the Rotary year. The Passport Club does not have its own projects or fundraisers; instead, members become active participants and supporters of the work of other clubs. The difference is that they support those projects about which they are the most passionate and those that fit best within their own schedule of work and family — no matter what club is hosting that project. The benefit? What club wouldn't welcome extra help from Rotarian friends?



Think about Rotarians who have left your Rotary club. Chances are, they loved the organization, but business obligations or family needs made it difficult for them to participate. A Passport Club encourages its members to attend meetings of other clubs and District events as is convenient. Similarly, Passport Rotarians are encouraged to support service and fundraising projects of other clubs and Districts. What a great way to demonstrate Rotary engagement without the challenges (and occasional guilt) that is often the case when one's home club schedule no longer offers a good fit! Because a passport club meets quarterly, costs are low (in D-5180, dues are \$125 semi-annually to support District and RI dues plus the four club meetings) Would this cost and flexibility model for Rotary engagement be more attractive for potential members?

A Passport Club could be an opportunity for recent graduates, Rotary alumni, former Rotarians or community members interested in Rotary but not comfortable with the commitment. The affordable dues structure and flexible approach to a Rotary Passport Club could be just the right fit for someone looking to make a difference.

Thinking about a chartering a new club in your area? Perhaps a Rotary Passport Club is just the right option for engaging new members, re-engaging former Rotarians, and keeping current club members active and involved.

FMI on Rotary Passport Clubs: rotarypassport5180.com or read the article in the June issue of this Newsletter (page 2) about the Passport Club starting up in D-5050..

Getting the Word Out

By Dave Griffiths, District 7780 Public Image Chair

By now, any Rotarian who's attended PETS, district conferences, international conventions, you name it, has heard this refrain: "Rotary has a story to tell, and it's not getting out there."

That hits home for me. I used to view Rotary as a place where local kingpins -- bankers, lawyers, accountants, small-time politicians, and the like -- gathered to backslap, trade lame jokes, and beam at each other over meals prepared by church ladies or American Legion auxiliary types. In 2004, *Time* magazine, in its inimitable shorthand style, said Vermonter Howard Dean, then leading the Democratic primary scramble, "looks like a Rotarian." Hardly a compliment, I'd say.

So at the convention one year ago in Seoul, I attended a breakout session on clubs and public image in their communities. Turns out, though, that the articulate young host from a South Korean PR firm talked almost exclusively about crisis communications -- how to deal with bad news, such as a sexual harassment claim, involving a local Rotarian. But I'm guessing that bad press isn't exactly at the top of most clubs' lists of concerns.

That led to a promising solution that's been underway this year in a six-club cluster along the mid-coast of Maine in District 7780. We all want more publicity to boost recruiting and fundraising, and we all share one local daily, the Brunswick *Times-Record*. We knew that many community newspapers, including weeklies, struggle to fill the "white space" left after ads are laid out, largely because they've had to cut back on staff.

Why not, we thought, approach the *Times-Record* with an offer to fill that space with no-cost updates on Rotary in a rotation? The idea originated with Dave Taft, a retired dentist and then president of the noontime Brunswick club. As a former newspaper and magazine editor and writer, I signed on right away to edit the weekly output. (That said, don't fret if you don't happen to have a professional editor in your club: Local dailies and weeklies are used to tuning up copy from eager amateurs!)

A short time later, six club presidents met with the

It's an oft-maligned "grip and grin." Or is it? With well-lit faces, the flag, and a caption that names the players and the purpose for the photo, the awkwardness dissipates.

publisher and managing editor, and we were on our way.

Try it yourselves. You won't lack for story ideas, but these may help as a start:

- ◆ Upcoming fundraising events.
- ◆ Announcements of Rotary Foundation grants, both international and local, including follow-up trips to recipient sites.
- ◆ Publicity for scholarship winners.
- ◆ New officer introductions every June or July.
- ◆ Descriptions of local "service above self" projects such as bell-ringing for the Salvation Army, gardening at a low-income housing shelter, and volunteering in schools.
- ◆ A concluding paragraph that welcomes visitors, announces meeting times and places, and lists websites and contact information.

There's also what newspaper folks call "art," meaning drawings, charts, and in your case, photos. Thanks to cell phones, photos are a cinch. Ask the editors how they want you to transmit them, and just add caption material.

Photos of people working at fundraisers and volunteer activities are best because they show action. Failing that, there's nothing wrong with the traditional "grip and grins" -- a check-passing, youthful scholarship recipients, a line-up of new officers. Just make sure the faces are big and clear enough to see without squinting, and that you've got sufficient lighting. There's no point in honoring people if their faces are in shadows.

Of course, you can always provide a drawing of the Rotary wheel, one of the most recognizable logos in the nonprofit world!



Dave, past president of the Brunswick Coastal club in District 7780, has been a Rotarian for 14 years. He wrote for Business Week magazine in Washington and was the city editor for the Sun-Journal in Lewiston, Maine.

Getting Beyond Stage Fright

I asked Jennifer Crummey who worked on the district video and Thom Willey who worked on the club videos how they make people comfortable in front of the camera. Their answers reflect their different approaches.

Jennifer Crummey: I provide a script in advance to ensure the individual is comfortable with the material and has had occasion to slightly modify to suit their style as they deliver the lines; work to develop rapport with the videographer and assistant.

In this case, the videographer assistant holds a Bachelor of Fine Arts and has various film acting credits, thus she felt comfortable providing direction and coaching the delivery of the lines to ensure a positive experience and end product. Those she coached were grateful for and happy to receive the support/coaching.

Thom Willey: I personally do not like to give too much info about the questions I ask. More times than not, believe it or not, the "interviewee" will give better, more involved answers extemporaneously.

But I must, must, ease any tension they might have through humor and conversation, and give them the time needed for them to think. We're not shooting film for the most part anymore, so it's easy to let the ones and zeros roll away in the camera.

Most times I just start talking, just to put them at ease, and then I start the camera, easing into the questions I want to ask. I take no notes; it's a very casual conversation. I have to always be observant of their body language and mood. That gives me the information I need to know when to dig deep and when to back off.

Public Image

Video Marketing Is Easier Than it Looks

By Carrie Jones, Zone 24 East Public Image Coordinator

Video marketing is essential for both internal and external public image, and in fact, many Districts are now using video to market their District Conferences.

For example, to promote the District 7820 Conference, the video starts with panoramic shots of the Canadian coastline, and then moves in with District Governor Donald Sword and his wife, Pat, sitting on a loveseat enthusiastically welcoming potential conference goers.



Through video, and by posting them on YouTube, the District reaches its far-flung members. "Given the demographics, distances and diversity of this District, it was a way to highlight the areas, clubs involved and themes. It was a "virtual" invitation that can be used throughout the year leading up to the conference," explains Kathryn Atkin, of the District's conference committee.

Leaders coming together to take action in the name of friendship, education, and service is exactly what Rotary is about. The Rotarians of District 7820 learn this every time they make a video.

According to Kathryn, their video created a huge sense of excitement for the conference.

Conference committees have produced videos in a variety of ways. Each reflects both the personality of the District and its governor as well as the conference film production team. The videos make personal both the District and the conference, telling the stories in unique ways. Donald's video — for the 2018 conference — debuted at this year's conference as a virtual invitation and promotion. It has now been uploaded to the District YouTube page and shared with all clubs in the district.

"It remains one of my Governor priorities to develop sustainable district PI strategies and to make PI a priority in our clubs," Donald said. Video marketing is very definitely part of that strategy.

Video is perfect for Rotarians because it provides a vibrant platform to show our hearts. Whether it's about an upcoming conference, good things a club does, membership promotion, or polio eradication, videos allow Rotarians to interact and appreciate each other and our ideals with something that can be both inspiring and fun.

Check out these District videos — and the different approaches each one takes:

<https://www.youtube.com/watch?v=PzjEYfaB4-w&feature=youtu.be>

https://www.youtube.com/watch?v=JiWfn_n3i1k

Or maybe your club — like mine — would like to create a video to promote the club itself:

<https://vimeo.com/221977321>

<https://vimeo.com/221968486>

Time, Talent & Treasure

We're coming off a grand Rotary Centennial year with many accomplishments to celebrate throughout our two Zones. This momentum will allow us to continue our journey to make our home communities and communities around the world happier, healthier, and more peaceful.

As a member of the Zone 32 Foundation team, I'm pleased to visit with Rotarians and talk about the terrific projects of the women and men of Rotary who roll up their sleeves to share their time and talent. Time and talent are two of the three ingredients that make our many programs and projects so successful.

"Generosity sharing" is the third ingredient, and yes, we do that very well also!

As an Endowment Major Gift Advisor, my job is to visit with members who know just how tremendous our Foundation is and who are anxious to further help the less fortunate.

Much of what we accomplish in the field, as Foundation volunteers, is supported by a very informed staff at our headquarter offices in Evanston who have backgrounds and experience in areas that include finance, estate planning, and taxes. Our staff have the expertise to individualize our personal contribution wishes.

Want to hear more? Join us at the Rotary Foundation pre-Institute Workshop to be held on Wednesday, October 18 in Hartford (see article this page). There will be a special discussion on our Endowment Major Gift initiative. Our goal is to have each District's Foundation chair and their Major Gift Chair participate in these timely discussions.

I look forward to visiting your District and seeing you in Hartford.

—Knut Johnsen, Zone 32 Endowment
Major Gift Advisor

Zone Institute

Wednesday Workshops for All of Us!

The 2017 Zones 24 & 32 Institute in Hartford, CT, is not just for those in the District Governor stream, past District Governors or District Officers. On Wednesday, October 18, the Institute will offer a wide array of all-day workshops focused on various aspects of enhancing Rotary clubs and Districts everywhere.

The first special workshop is on Membership: Priority #1. District Membership Chairs should plan to attend, as well as Club Membership Chairs and anyone else interested in expanding our Rotary Membership and keeping the Rotarians we already have engaged. *Learn how to create the best Rotary Experience to improve your District and Club's Attraction and Engagement.* Find out how to appreciate the opportunities that abound for Growing Rotary's Impact – "flexibility and innovation"; new membership types, non-traditional clubs. This useful and practical information will be facilitated by our Rotary Coordinator Team: Jackie Hobal, Bob Wallace and Carolyn Johnson.

The second special Workshop, led by PDG Drew Kessler (D-7210) will be tailored to Future Leaders in Rotary. All District Governors should consider sending someone from their District whom they believe has leadership potential. The group will discuss "What is a leader?" They will focus interactive-ly on what happens at the Rotary International level

including selections, role of directors, committees, future planning and how the structure of Rotary serves our clubs. Participants will listen, learn and interact with the top leaders in Rotary, each with exceptional leadership records. The speakers will speak about their personal preparation, experiences, challenges and goals as officers.

The third interactive learning Workshop is designed to help District Rotary Foundation Chairs and District Foundation Committee Members (plus any other interested Rotarians), Rotary Foundation Coordinators and their Committee members develop effective Rotary Foundation plans in their Districts. The agenda is being organized by the Zone 24-32 Rotary Foundation Coordinators Karen Oakes, Eva Vida and Ron Smith. It will also include:

- An update on End Polio Now, presented by the Polio Coordinators: Carol Toomey, Pat Killoran and Stella Roy.
- Major Donors and Endowment Giving, including the role of the District Committee, strategies for developing major gifts, and setting up special events to benefit The Rotary Foundation.

The fourth Workshop will be presented on Wednesday for District Trainers, and will focus on helping them prepare their incoming or current Governors to have the best of all Rotary years. Topics will include setting up pre-PETS, Committees, PETS sessions, District Assemblies, club visits, etc. This Workshop will be moderated by PDG Ernie Luise and Pat Killoran.

Although we would love everyone interested in these workshops to attend the entire Institute through Saturday evening, October 21, those who wish to come just on Wednesday can do so for the special price of only \$160, which includes Wednesday's breakfast, breaks, lunch and dinner. Register soon at <https://portal.clubrunner.ca/50077/SitePage/2017-hartford-institute-zones-24-32>.

