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Zone 32: Bermuda,
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August 2019

Writer's Block and Membership and New Club Development Month

Some of you who know me know that I love to write. I don't confuse that with being a writer, it's just something I enjoy. A lot. The writer in our family is daughter Jacquie who works her craft in New York City. Following something from her: "If we wouldn't crush a butterfly, unwittingly landing on our palm, why then do we close our fist around those who weigh their perches and carefully select our own hand." Yup. She's the writer. She at times experiences writer's block. I never have. Until now. Some things got in my way this month. So, to the editor, Ariane, of the best Zone Newsletter in the world, here you go. I'm editing and reprising my column from the same month last year. Regular programming will resume next month.

Our number one goal from our President this year is to Grow Rotary. Click on the link below to listen to him and to find all sorts of resources for you on that web page to help us in that endeavor.

<https://my.rotary.org/en/learning-reference/learn-topic/membership>

We have a problem and we need your help. One of our goals for the for this year in Zones 24 and 32 (plus Michigan, Ontario, and New York) is to stop trend of declining membership numbers. Stop the bleeding. Stop the continued and insidious decline in our membership. On 30 June 2020 it is our hope and our plan that membership in our two zones will be on the rise. It is an opportunity not a problem.

President Mark's primary goal is New Club Development. Not just a club that looks like the one you started in. New models. New prototypes. Models and methods of engagement that are attractive to folks of any age who can't fit into our legacy club model. E-clubs. Passport clubs, Satellite clubs, New Voices Clubs and others we haven't even invented yet.

Well that's all well and good Jeff, you're thinking. Exactly how do you expect us to do this? Look on the left margins of this publication at the list of all of our Coordinators. They are an invaluable resource to you to help make this happen. Start with the Rotary Coordinator Team. Everyone can help though. Public Image and Regional Rotary Foundation Coordinators are subject matter experts in their field but have crossover in making membership in our organization attractive, compelling, and engaging. You're not in this alone. There are people with training and tools to assist you. If you ask.

It's a choice. It's YOUR choice. Let's do this.

It will only happen with the help of everyone who is reading these words right now. Each of you. Everyone. All of us. Help us to Grow Rotary.

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Valarie's View from the Wings

By Valarie Wafer, Director-Elect

You cannot live a perfect day without doing something for someone who will never be able to repay you. – John Wooden

We can't escape it. No matter how you read the news, it's not great. We celebrate a good news story because we need it.....we need reassurance that human spirit and goodwill are not lost.

How fortunate we are as Rotarians to have so many perfect days!

Following the Hamburg convention, Mark and I decided to visit and tour Auschwitz and Birkenau. This is something that Mark has always wanted to do, and I have always resisted. I wasn't sure I was up for it. The atrocities, the pain, the suffering. Yet, something happened before our trip that changed me, and my view of humanity.

I read two books on the best-sellers list, *The Nightingale* (Kristin Hannah) and *The Tattooist of Auschwitz* (Heather Morris). My initial intentions were to use these books as a reminder of history and prepare me for the visit ahead. What I didn't expect was to be inspired by the human spirit and the fact that a perfect day is one where we put others before us. People helping people. In the face of extreme oppression, where survival was the only goal, human helped human. As I toured the facilities this is what I saw, and it gave me hope for our future. We must not forget where we have come from. That truly would be the biggest tragedy by far.

As we travel around the world on Rotary humanitarian projects, it is easy to see the hardship, the poverty, the suffering. However, I will no longer view the work through this lens, for we are Rotarians. We do something for someone every single day.

How fortunate we are as Rotarians to have many perfect days!



Niagara Falls 2019
People Coming Together

The cut-off for a reduced hotel rate in Niagara Falls is August 15. After that the hotel may not honour the reduced rate, or may not have enough rooms available. **Make your hotel reservation now.**

There are many updates to the information for the Zone Conference. Do check out the [Welcome](#) page to find out more .

Calendar of Events

September 17-18, 2019 — Zone 24-32 DG, DGE, DGN training, Niagara Falls, Ontario, Canada [Register here](#)

September 19-21, 2019 — Zone 24-32 Conference, Niagara Falls, Ontario, Canada [Register here](#)

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

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

September 23-26, 2020 — GETS, GNATS Leadership Training, Toronto

November 19-21, 2020 — Life on Land Symposium, Anchorage, Alaska

January 14-16, 2021 — Life Below Water, Hamilton, Bermuda

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

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

2023 — RI Convention, Melbourne, Australia

2024 — RI Convention, Singapore (tentative)

2025 — RI Convention, Calgary (tentative)

Find the answers

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

Website:

www.rotaryzones24-32.org

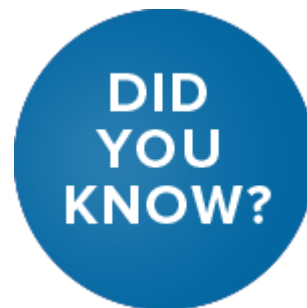
Facebook:

[Rotary Zones 24 and 32](#)

Blog:

<http://greatideastoshare.com>

Zone Conference Niagara Falls, Ontario



***Wednesday
September 18
District Chair Training***

Foundation

Membership

Public Image

International Service

District Trainer

REGISTER NOW

The Aspiring Leader scholarship opportunity is available until August 31.

Live nearby? Register for the Friday night gala.



AIR CANADA MEETINGS AND EVENTS

GOOD NEWS!!!

Air Canada is pleased to offer 10% discounts on flex fares & up for the Rotary Zone 24&32 Zone Conference event in Niagara Falls.

Simply add the code A4XPJD21 in the promotion box when you book your flight at www.aircanada.com and the discounts will automatically calculate for you. Discounts also apply 7 days pre & post the event dates to provide more flexibility. For any questions you can reach out to meetings.events@aircanada.ca. Enjoy your flight.

The discount is applicable on the following routes:

All Canada - Toronto All Airports (YTZ,YYZ) (ON)

All International - Toronto All Airports (YTZ,YYZ) (ON)

All Sun - Toronto All Airports (YTZ,YYZ) (ON)

All USA - Toronto All Airports (YTZ,YYZ) (ON)

See Airport Shuttle Booking information on the [WELCOME](#) page for instructions on getting to Niagara Falls.



BACK BY POPULAR DEMAND—Silent Auction at Zone Conference for Polio

This year there will be a silent auction in the House of Friendship at the Zone Conference. It is hoped that every district will bring an item. Individuals who have items they would like to donate are also invited to bring an auction item.

Please remember that many are traveling by plane and are unable to take a bottle of wine or anything large in their suitcase. Items that will work well are: Gift certificates, jewelry, Pictures, small electronics, handmade items such as quilts or jackets, timeshares, ceramics, hats, collectibles, books, event tickets, wall hangings, and more.

The value of the item should be at least \$100 Canadian. Items not able to be present such as a selection of cheeses can be pictured with the promise of “shipped to your home”. Timeshares or house sharing can be pictured with a description of it. If you can let me know what you are bringing, it would be helpful for me to prepare the proper displays and bidding sheets. Thank you to each district in advance. **The proceeds will go to Rotary’s End Polio Now fund.**

Questions and information: carolrotary@gmail.com (Carol Toomey, D7910)



House of Friendship

We've changed it up this year!

EVERYONE's invited, and this is your chance to tell our attendees all about YOUR business.

Sept. 19-21st, 2019

The Sheraton & Crowne Plaza, Niagara Falls

Are you looking for a unique opportunity sponsorship opportunity or would you like to be part of the House of Friendship?

In order to have an accurate count of tables, and to have payment before the event,

[click here](#) to register for a table.

Your registration for a table is not complete without payment.

For information on tables, contact Carol Toomey carolrotary@gmail.com

If you are interested in a sponsorship of the 2019 Zone Conference,

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How to prevent Rotarians leaving your club due to conflicts

By Bob Wallace, Rotary Coordinator Zone 24 East

Recently I was involved with a club who on the surface seemed to be doing quite well, some new members, some interesting projects but there was something else going on. There was some talk happening and it was clear that not everyone was happy. A few members simply started to not show up at the Rotary events and meetings. A few members started talking to other members expressing their concerns and unhappiness. There were several separate meetings among the disgruntled group. Several voiced complaints to a couple executive members and several talked about leaving the club. It turned out to be an internal conflict between some members and the executive. A real mess to be sorted out.

The executive could have done several things:

- ignore them and the problem will go away eventually
- try to talk the person/s out of it by saying it is not important
- tell the person to forget about it
- the member was probably going to resign anyway
- it's not my problem so I'm not getting involved

None of these things would work because conflict must be dealt with or it will simply get worse.

The executive decided to confront the issues and try to resolve them. This worked by resolving the conflict so that it did not get worse. A couple of members did leave but many more than that stayed to rebuild relationships.

At the next meeting the President spoke with passion about the importance of the Rotary Four Way Test as some recent behaviour that had caused the conflict had been contrary to the fundamentals of the Four Way Test...of the things we think, say or do:

Is it the truth?

Is it fair to all concerned?

Will it build goodwill and better friendships?

Will it be beneficial to all concerned?

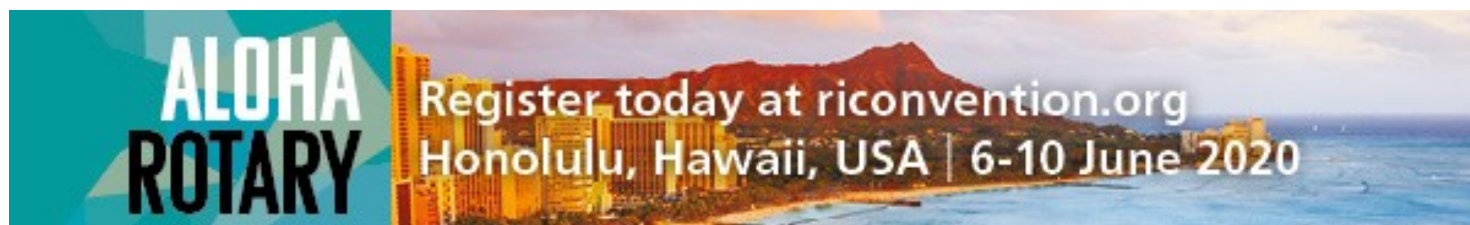
If the Rotarians truly lived by the 4 Way Test, it is certain that none of the conflict would have taken place.

Results of the conflict resolution process: Retention of members who may otherwise leave. Happier club atmosphere, Better outcomes and mutual respect for all Rotarians.

So, if a club is losing members, try to dig deeper to try and determine if there is ongoing conflict that is causing members to simply walk away.

Congratulations to Clubs Chartered in 2018-2019!

Club Charter Date	Club ID	Club Name	Member Count	State/Province	Country Name	Club Meeting Day	Club Meeting Time	District ID	Zone ID
01-Jul-2019	90323	District 7255 Passport, Long Island	0	New York	United States	Mon	1900	7255	32
25-Jun-2019	90081	Kearny Sunset	24	New Jersey	United States	Tues	1800	7490	32
06-Jun-2019	90217	New Voices District 7780	22	New Hampshire	United States	Tues	2000	7780	32
17-May-2019	90120	YEG Passport in Edmonton	20	Alberta	Canada	Wed	1800	5370	28
01-May-2019	90067	Calgary Connect	20	Alberta	Canada	Thurs	1800	5360	28
11-Mar-2019	89924	Airdrie At Night	20	Alberta	Canada	Thurs	1900	5360	28
18-Jan-2019	89795	E-Club of Heritage New York	20	New York	United States	Thurs	1930	7230	32
		E-Club of The Planet Shakers							
04-Jan-2019	89777	D7090	22	New York	United States		0800	7090	28
04-Dec-2018	89745	District 6330 Passport	37	Ontario	Canada	Wed	1900	6330	28
27-Nov-2018	89729	Jersey City Golden Door	26	New Jersey	United States	Tues	1830	7490	32
24-Oct-2018	89680	Domaine-du-Roy	21	Quebec	Canada	Tues	0700	7790	28
01-Oct-2018	89634	Chilliwack After Hours	38	British Columbia	Canada	Mon	1730	5050	28
06-Sep-2018	89589	D7080 Passport South	28	Ontario	Canada	Thurs	1930	7080	28
04-Sep-2018	89590	Southeast	21	New York	United States	Fri	1215	7210	32
20-Jun-2018	89384	West Chester Passport	26	Pennsylvania	United States	Thurs	1730	7450	32
19-Jun-2018	89475	Ottawa Metro	20	Ontario	Canada	Mon	1745	7040	28
12-Jun-2018	89361	Dragon-Greater Vancouver	34	British Columbia	Canada	Thurs	1200	5040	28
29-May-2018	89312	Wenatchee Confluence	43	Washington	United States	Wed	1200	5060	28
28-May-2018	89309	Lillooet	22	British Columbia	Canada	Wed	1200	5040	28
		Pacific Northwest Passport							
02-Jan-2018	88972	(D5050)	28	British Columbia	Canada	Sat	0000	5050	28



Leadership leads to Membership

By David Thomas, D6290 2019-20 District Governor



I enjoyed meeting others and being exposed to different cultures at the International Assembly in January. RIP Mark Maloney's message of the importance of growing our Membership was brought home to all attendees. I heard that Europe, Australia, America, and Canada were seeing declining membership as a percentage of all Rotary International Members while many other countries were seeing increases. I sat with and talked to other Governors in some of the growing countries. The impression I got from many of them was that in their country it was an honor to be a Rotarian. You had to be asked and the initiation fees were quite high. Interesting. I remember when I first joined Rotary it was similar. We attracted only the community elites. Wealthy, politically connected, able to write checks from their companies and corporations. There was a definite Country Club feeling to our meetings. No one complained about the price of the meals.



Today Clubs in the West are much more Egalitarian. Members of my club are just as apt to be employees as bank Presidents. I'm glad we've progressed and would hate to go back to the way it was. However, there is one down side I can see to our new structure. Often we are asking Charismatic, energetic, caring people to be Presidents or Committee chairs with no formal business training. We've got the right people; but we've failed to give them the tools for success. They can't read a spreadsheet, run a meeting, or have project management training. In a volunteer organization they have no hierarchical authority and lack leadership training.

In our District we are growing in members and I believe that this is in part due to my predecessors and my commitment to



identifying "Aspiring Leaders" and providing them with the training they need. If we ask someone who has just joined a club to be the President the following year, we will have little or no success growing our clubs. However, when we encourage our clubs to develop job descriptions for key positions, identify teams and training to insure their success our results are improved. We need not just Presidents Elect; but Presidents Nominee, and Presidents Nominee Designate. Our major committees need Chairs and overlapping Co-Chairs to insure continuity.



Our District is blessed with a fantastic Rotary Leadership Institute Leader, Renee Merchant. We also have the best District Trainer in the world, Tom Schmidt. Reverend Schmidt is charged with providing Leadership training to a large geographic area of Michigan. Trained pastors come to communities to serve the people

they find. No one would question that their heart is in the right place; but like our fellow Rotarians they lack the Business and Organizational skills to succeed.

I believe the future of Rotary is Egalitarian Not Elitist. Attracting caring people who put service above self must be married to providing them with the skills to succeed. The Aspiring Leaders track at Zone is a great place to start.



Mosaic: creating a diverse Rotary

SUCCESS STORY! Team Rotary marched in the Toronto Pride Parade!

Every June, Pride festivals and parades are held around the world. For some, it is the only occasion where they can be out and proud in their community. Pride Month is a celebration of the progress the LGBTQ2+ community has made, but also a time to recognize the distance still to go to achieve full equality.



We talked with **PDG Mary Lou Harrison**, Rotary Club of Toronto Sunrise; her daughter **Rachel Harrison** of Rotaract Club of Ottawa; and **PP Jeff Dobson**, Rotary Club of Toronto, about their experience.

Why did you want to have a team walking in the Toronto Pride Parade?

JEFF: Participating in the parade lets people know that your organization supports the LGBTQ community. It was important to me that we present this message this year in particular because I am the first gay president of our club.

MARY LOU: District 7070 Leadership had talked about Rotary participation in the Pride Toronto Parade for awhile. Last year, the parade overlapped with the RI Convention in Toronto, so 2019 seemed like the perfect year to realize our vision of having an official Rotary presence at Pride.

How would a Rotary presence there be of benefit to Rotary overall, and for LGBTQ2+ Rotarians?

MARY LOU: In January the RI Board adopted the Rotary Diversity, Equity and Inclusion Policy Statement, and asked for a supporting action plan. Rotary participation in Pride events is one way in which we can demonstrate our support of our diverse communities and also for LGBTQ2+ club members and Rotarians with LGBTQ2+ family and friends.

RACHEL: I think that having a Rotary (and Rotaract) presence at Pride is really important, not only to demonstrate our support for our LGBT+ members, but also to show the world that Rotary is an inclusive organization. **If we want to attract new, young members to Rotary and Rotaract, it's important that we are seen as a welcoming place for all.**

How did a Rotary Pride team benefit the overall LGBTQ community, and might it attract people to join Rotary who might not otherwise?

JEFF: Being accepting of the LGBTQ community is not enough because it is passive. To be inclusive, there must be action. **Everyone, both inside and outside the LGBTQ community, needs to**

know that Rotary is an inclusive organization. Demonstrating that we are inclusive benefits everyone. People in the LGBTQ community must think twice about everything they do even in the most welcoming cities and countries. Rotary marching in Pride Toronto is a clear signal to prospective members, who happen to be from the LGBTQ community, that Rotary welcomes them.

MARY LOU: From the very positive reaction of the crowd, our presence in the parade made a significant impact. People were pleased and a little surprised to see so many happy people in Rotary Pride t-shirts dancing down the street and giving high fives to the crowd. **Keep in mind that there are members of the LGBTQ2+ community in Rotary. Our Pride participation gave them the opportunity to be and to celebrate themselves and/or their family members in a completely safe, loving, and affirming environment.**

What was your favorite thing about participating?

JEFF: Marching down the street with a million people cheering and waving as you pass was thrilling and surreal.

RACHEL: Overall my favourite thing about participating was just how much fun it was! There were 3 members of my Rotaract club who came from Ottawa to participate and we had a blast dancing down Church St. with Rotaractors, Rotarians, and exchange students. It was a great way of showing people that Rotary can be young, energetic, and exciting!

Is there anything you want to share about your experience as an LGBTQ Rotarian/Rotaractor (or ally)?

MARY LOU: Our participation in Pride opened up space for conversations that we would not likely have had at a typical Rotary event. I am so grateful to everyone, including Rotary friends from District 7040 and 7080, who came out and made our participation such a huge success!

JEFF: I was very happy that so many members of my club were so supportive of me as their first LGBTQ President. This support is noteworthy because our club is over 100 years old, has many older members, and still maintains many long-standing Rotary traditions. **Even older clubs and older members can welcome positive change.**



For advice on LGBTQ & Pride events near you, go to <https://tinyurl.com/RotaryPride>

By Cecily Smith, Zone 32 ARC, RC Metro NYC Questions or ideas on diversity? Email rotary7230pr@gmail.com

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2019 Mollie Davis Scholarship Recipients receive over a million dollars

By Darrel Blue, PDG of D-5060, 2013-2014, Yakima Rotary club

On June 13th of this year 44 young people in Yakima County, Washington learned that one person can make a difference. One person certainly made a difference in their lives. They are the recipients of the Mollie Davis academic scholarships.

In 2008 "Mollie" Monroe Davis died, leaving a bequest of \$20 million to support her vision of more and better education for the young people of Yakima County; an area with a diverse, multicultural population. In December of that year, she named The Rotary Clubs of Yakima and the Yakima Rotary Trust to receive and administer her gift.

This year, on the tenth anniversary of the program, the Trust presented scholarships valued at \$1,011,000. To date, 379 students have been the beneficiaries of Mollie's vision. Of this year recipient's 80 percent are the first in their family to attend college and since the beginning of the program 94% have completed their degrees.

Qualifying students can receive \$7,500 per year for a four-year degree renewable for a maximum of \$30,000. Students studying for an AA degree are eligible for \$3,500 per year for two years. In total since 2010, Mollie Davis scholars have received \$7.1 million dollars. The fact that the Trust still has a balance of \$25 million for future awards ensures that Mollie Davis and the Yakima Rotary clubs will provide higher education to deserving students for many years to come. One person can most assuredly make a difference.



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Show, Then Tell – Using the Rotary VR Experience to Share Rotary

Mary Lou Harrison, Assistant Rotary Public Image Co-ordinator, Zone 24 East
rotarianmarylou@gmail.com – Please email me for details of our Rotary VR Kit!

What is Rotary? That is the primary question we seek to answer in all our public image efforts. People need to know who we are and what we do as Rotarians before they can seriously consider joining us. When we try to describe Rotary, it's hard to convey all that we do in just a few words. And, sometimes, it's even hard to get an opportunity to talk about what Rotary is.

It's said that a picture is worth a thousand words. This is why there are fantastic tools in the RI Brand Center (including the People of Action toolkit) to help us show people what we do.

Now, District 7070 has created an additional tool that helps people experience what Rotary is and slows them down long enough to have a conversation about how they might be part of it using the Rotary Virtual Reality Experience.

In preparation for their 2018 District Conference, the organizers purchased ten VR viewers, ten headsets, and a pull up banner. They then set up a quiet room in which Rotary volunteers could lead people through the VR experience.

The conference was held in a community centre in Wellington, Ontario and ran concurrently with a local hockey tournament. Members of the public were invited to check out the virtual reality room and to learn about Rotary's polio eradication efforts by viewing the film, "Two Drops of Patience."

One small boy, after removing his viewer and headset, was outraged. "Why didn't I know about polio? How come no one ever told me? I'm going to tell all my friends at school on Monday!" Does public relations get better than that?

The original District 7070 Rotary VR Kit has now been divided into two kits of five sets each that travel from club to club. Each kit has a banner and comes in a plastic box with disinfectant wipes for the equipment and safety instructions.



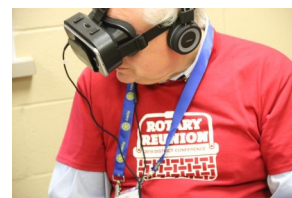
It has been used at club meetings and at community events, such as the Apple Blossom Tyme Festival in Colborne, Ontario. At the festival, some of the first people to check out the experience were members of the Colborne EarlyAct Club. They then became ambassadors for Rotary, inviting others to try the VR experience for themselves. As people waited for their turn, local Rotarians

engaged them in conversation about polio eradication, about the work of their club, and about Rotary in general.

Show, then tell proved to be a very effective approach.

Not everyone has had an opportunity to experience virtual reality. Rotary can show itself to be a leader, not only in service, but also in our embrace of new technologies by sharing the Rotary VR Experience with others.

There are currently three VR films available for viewing, all related to polio. Another film is in the works. Why not consider creating a Rotary VR Kit in your club or district? Members of District 7070 would be delighted to share their experiences and to help get you started!



Endowment / Major Gift

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Drop to Zero Challenge

By Linda Robertson, End Polio Now Coordinator, Zone 24 West

At a District Conference this past spring in Stockbridge, Massachusetts Rotary leaders including RI Director Jeffry Cadorette and Past RI Vice President Dean Rohrs were sitting around discussing how to increase donations to polio throughout the Rotary year. A suggestion was made that our zones try to achieve a combined goal of a 5% increase in cash donations by 30 April 2020 as compared to the same date in 2019. Jeffry responded by saying, **“if our combined zones have a 5% increase by 30 April, I’ll jump out of an airplane”**. And that’s where the **Drop to Zero Challenge** was born.

The **Drop to Zero Challenge** is a renewed focus on cash giving to PolioPlus fundraising designed to offset donor fatigue and introduce the eradication program to new Rotarians and potential new non-Rotarian donors who can join us as we head to the finish line. As we Drop to Zero cases of polio.

Director-elect Valarie Wafer has agreed to join Jeffry in the **Drop to Zero** jump on 9 May 2020. Four other team members will be considered.

The **Drop to Zero Challenge** is meant to encourage all districts and clubs to hold a fundraising event this year that will create awareness and excitement around the opportunity of a polio free world.

What might your district or club **Drop to Zero** challenge be; a parachute jump, spending time in an iron lung, a polar bear plunge, a polio walk, having every club hold a polio dinner, selling purple tulips bulbs or planning a community event with Interact and Rotaract?

When attending the Zone Conference in Niagara please be sure to visit the Polio Booth in the House of Friendship for more information about **Drop to Zero**. Come and share your plans for reaching the 5% increase by 30 April 2020.

The **Drop to Zero Challenge** gives all Rotarians an opportunity to share the good news about our polio efforts.



ZONE 24 & 32 DROP TO ZERO CHALLENGE

INCREASE Polio GIVING by 5%

AND
Rotary
International
Director

JEFF
Cadorette*

will jump
out of an
airplane!

(Hopefully with
a parachute)



Based on combined district
totals by 30 April 2020
compared to 30 April 2019

*With Director-elect Valarie Wafer and other team members to be announced.