



Rotary International Zones 24-32

Beyond Borders



• Bermuda • Canada • France • Russia • United States



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December
2013

A Message from our Director ...

December is the midway point in our Rotary calendar. The first six months of each Rotary year go quickly and the last six months go even faster. Those of us in leadership roles in Rotary – Club Committee Chairs, Club Presidents, District Chairs and District Governors, and yes, even the Rotary International Director – should assess our progress to date with respect to the goals we wanted to achieve. And those of us who do not have a direct leadership role but rather act in support of our Clubs and Districts, we should assess if we have been as active as we wanted to be. Perhaps it is time to take a change in the action plan and see if the results will be different.

December is also the month in Canada and the US when the largest numbers of donations come in to our Rotary Foundation because of the wonderful tax receipt we receive and put to good use come April. The Foundation support from Zones 24 & 32 has been increasing annually and I thank you on behalf of our Foundation. It is incredible the scope of projects that are done both in our local communities and our international communities due to Rotarians utilizing the resources of our Foundation. We have just celebrated Thanksgiving and are truly blessed. I would ask all of you to think “large” when you are making your donation to OUR FOUNDATION.

Randy and I were fortunate to be at the Zone 8 Institute in Canberra in late November. The Aussies are truly excited about hosting the International Convention in Sydney in early June. I know it is a long way to go but I would urge you to think about attending the Convention and then visiting the rest of Australia. It is truly a magnificent country and the people are so friendly. Early registration deadline is coming up on December 15 – so register now and give yourself an early Christmas present.

And finally, December is the month when Christians celebrate Christmas. But to wish just one group a Merry Christmas would be excluding so many wonderful Rotarians. To our Muslim Rotarians who celebrated Ramadan in July; to our Jewish Rotarians who celebrated Rosh Hashanah in September; and our Indian Rotarians who celebrated Diwali in November, and to any others I have missed – I wish you Seasons Greetings and Happy Holidays. And to all of you a Safe and Productive New Year!

— Bryn

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Beyond Rotary's New Logo

By Penny Offer, Public Image Coordinator

So, we have a new logo. We have a new look to the Rotary website. But what's behind this new image? It is so much more than just a new look. We all know that many people do not know about Rotary or if they do they have only a very general idea. Rotary often does not get full credit for the work that we do around the world.

Many of us are using the new logo on emails, websites, banners and brochures. Some of us are using the new style of message of action oriented headlines. For example: "No one in our community should go hungry. With our help, no one will." But are we really aware of the core ideas about Rotary that have driven the new look and the new messages about our organization?

We don't just have a new brand — we have a new understanding of ourselves. The three key ideas about what Rotary is, helps us all as Rotarians to share our experience of our organization in a consistent way that delivers a unified message. Our key message is that Rotary is an organization that JOINS LEADERS together with diverse experience, that we EXCHANGE IDEAS and share our different perspectives, and we then TAKE ACTION to solve problems in communities around the world.



The branding strategy has given us a focus for the future. We all need to embrace the new focus — use the new logo, try out bold statements about our clubs, our projects and our organization. We need to live and speak in this new voice using consistent and inspiring stories, messages and visuals to tell the world about Rotary. The Rotary wheel is our mark of excellence that ensures that the message -- "This is Rotary" — is clearly visible on all Rotary projects, documents, signs, websites.

Implementation of this process will take time. The **Strengthen Rotary Initiative** has been introduced and the new [Visual Identity Guide](#) is available on the Rotary website. The new website was launched utilizing the new voice and visuals, and more is to come over the coming months. Watch for the new **Brand Center** at www.rotary.org in January which will offer online tools and templates for clubs and districts to use. And core rebranded materials will be rolled out over the next couple of years in a phased approach.

We need to make sure that all our clubs and our actions as Rotarians give the same message if we want to achieve the very best that we can to make our world a better place. Giving a consistent message and face to Rotary, we hope, will lead to increased awareness and understanding of our organization, increased support, impact, and partnerships — and yes, increased membership.

Let's all be **Champions of Rotary** — and strengthen our brand around the world!



Tips for Family Friendliness

Are your club meetings child friendly?

- ◆ **Price:** Build in a way to comp all youngsters.
- ◆ **Involvement:** Ask the kids to share happy dollars, start the singing, share the Invocation and generally participate in the meetings.
- ◆ **Time:** Do your meetings take place when young families are busy getting their kids off to school? If not, does your attendance policy reflect this reality?
- ◆ **Child-appropriate:** Make sure that adult beverages and topics are censored when minors are around.

Are your club projects child friendly?

- ◆ **Value:** Make sure youth are involved in planning projects — not just invited in when it's time to do the "grunt work."
- ◆ **Purpose:** Make sure children understand the cause that the club is working to support and how it relates to them.
- ◆ **Show and Tell:** Arrange to visit your local school when you give books or present a scholarship so that your young student can "show off" their Rotary involvement to their friends.
- ◆ **Time Out:** Are you cognizant of what it costs a young family to participate in a club or district project? Could the club help by hiring a baby sitter or carpool, providing a children's menu, et cetera?

Membership Matters



Do Children Attend Your Club Meetings?

By Marty Peak Helman, PDG

It happened at a Rotary Leadership Institute session. I had just introduced myself to the colleague sitting next to me, when she suddenly asked: "Do children attend your club meetings?" "Why yes," I responded. At the time both a daughter and a grandson were frequent visitors to our club's dinner meeting. "What do you do about it?" she continued. "We comp them!" I immediately responded.

It turned out that was the wrong answer.

My new acquaintance explained that too frequently, a child ran around the table at her breakfast meeting, causing disruption and general dissatisfaction. The noise factor was becoming an "issue" for the club, and she had come to RLI in search of examples of clubs that forbade children.

As we talked, I realized that the Mom and Grandma whose children came to our club both did a really good job of keeping their kids in line. So the next week I made a point to thank each of them. They both responded that their job was made easier by the whole club — we invited the kids to greet and waiter, to share happy dollars, to ask our speakers questions. Their kids had their own Rotary name badges complete with classification of "Future Rotarian", and everyone in the club knew them by their name and more. The kids were integral to the life of the club.

All too often, club members (including me), when talking about prospective members, have dissuaded ourselves from inviting someone who might make a great Rotarian because they have young kids and are presumably too busy with childrearing to get involved in Rotary. Yet think about it: Rotary offers young parents precisely the kind of influence that they most likely want to imprint on their children: The idea of giving back in our land of plenty.

PDG Brad Howard from District 5170 in California talks about involving his then three-year-old daughter in deciding which of her out-grown outfits would go to a charity in Africa, and how the experience — furthered as she grew up by GSE and other Rotary



activities in which she had the chance to meet young people from around the world — has profoundly affected her worldview. Rotary is giving Brad's daughter exactly the experiences that matter most!

This month we honor the "Family of Rotary." But Family of Rotary shouldn't be a euphemism to "allow" children to come to overpriced events where they are too-often bored by too-long speeches. Family of Rotary should be a way to seek out opportunities that adults and kids can work on together to ensure that our young people understand that Rotary at its best is a lifelong commitment to service. And how better to start than by including young people at our meetings.

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Membership Matters



A Flexible Option to Strengthen Diversity

By Gayle Knepper, Rotary Coordinator

Last month we highlighted satellite clubs as a tool to effectively engage and attract members and bring more diversity to a club. Rotary has initiated other pilot programs that offer clubs flexibility in attracting individuals not involved in Rotary and/or increase retention of current members. These techniques are now being used effectively by both pilot and non-pilot clubs.

One of these alternatives is **associate membership**, which joins other flexible options including corporate, family and shared memberships. An associate membership provides the opportunity for an individual to become acquainted with a Rotary club, its members, projects and expectations in more depth and over a longer period than is possible as a guest. An associate membership is time limited with the intent for transition to active membership within a set period, for example, 6 or 12 months, based on club decision.

Associate memberships offer a way for leaders to increase the number of qualified members attracted to and engaged in their clubs and, bottom-line, expand the club's overall effectiveness in the community. It is especially valuable for expanding diversity, particularly among younger members and others not currently involved in Rotary.

A club has the ability to design the parameters of an associate membership to fit its needs. Some considerations to be determined by the club include the method of approval; term of the associate membership; attendance/involvement requirements; club classifications and badges; club-level voting/quorums; and club financial matters, as relevant, such as initiation fee, dues and other costs.

An associate member would not be registered with RI as an official member of the club and the classification also would not be included in the limits set in the RI Constitution. The associate is exempted from the club tally for an RI vote, isn't eligible to hold a club officer position nor does he/she pay RI dues.

If you are interested in exploring associate memberships or other flexible options for your clubs to strengthen membership, contact the Rotary Coordinator in your region to discuss possibilities and resources.

Hamilton Club Celebrates a Century of Service!

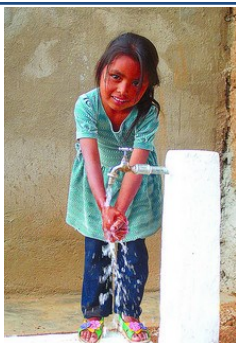


Director Bryn and Randy Styles socialize at the A Century of Service Gala hosted by the Rotary Club of Hamilton, Ontario, on Nov. 2. They are shown here with club past President Jim Commerford and Donna, and Paul Gordon.

Other clubs in our Zones that were chartered in 1913, according to the Rotary Global History Fellowship:

Toronto, ON
Camden, NJ
Vancouver, BC
Patterson, NJ
Halifax, NS
Montreal, QC
New Castle, PA
Reading, PA

What Do Wasrag Members Do?



Wasrag's 1700-plus Rotarian members in about 375 Districts are catalysts for Wasrag's important work. They access appropriate technologies. They help their host community carry out a needs assessment and set up a local WASH committee. In short, they ensure that the host community is able to make an informed choice, opting for a solution that is culturally, technically and financially sustainable. These successful projects build local capacity and train community members to operate and manage *their* WASH systems.

Wasrag members have had significant impact on the implementation of WASH projects. One achievement is the introduction, jointly with The Rotary Foundation, of the Project Enhancement Process to ensure more effective, sustainable programs. The resulting technical guides, available on Wasrag and Rotary Foundation websites, provide information on:

- ◆ Water supply and distribution
- ◆ Water quality (filters and treatment options)
- ◆ Sanitation — toilets and the recycling of urine and feces
- ◆ Hygiene and behavior change — one of WASH's biggest challenges

Plus, Wasrag maintains a knowledge bank of experts who are willing to contribute their services to Rotary WASH projects.



Rotary Action Groups



All About Wasrag: Rotary's Water & Sanitation Action Group

By Ron Denham, PDG and Wasrag Founder

Wasrag — it may be a mundane acronym, but don't be misled by this seemingly humble image! Wasrag's vision is vast. Working with Rotary clubs around the world, our goal is to provide the know-how and credibility essential to improve the life and livelihood of impoverished communities by providing safe water, sanitation and hygiene wherever they are needed.

Drilling boreholes, digging wells, installing toilets or building rainwater harvesting systems — important though they may be — are simply the means to an end. What really matters is long-term, sustainable impact on the community. Clean water, sanitation and hygiene (collectively known as WASH) is the stepping-stone to better education, food security, improved health and added economic value.

Let's focus on a project from the Nakuru region of Kenya. Here, Rotarians are helping householders install rainwater harvesting systems. The immediate result is a steady supply of safe water, which eliminates disease and improves nutrition. But even more

significantly, the women and young girls, once liberated from the hours required to haul water from a muddy creek six kilometers away, are able to live far more productive lives. The women can create economic value by sewing garments, tending livestock, and growing crops. Girls can attend school.

Funding is always an issue, but since it was started in 2007, Wasrag's financial successes include:

- ◆ Negotiating a \$100,000 grant from the Royal Bank of Canada for a project in India.
- ◆ Providing \$30,000 for projects in Cote d'Ivoire.
- ◆ Assisting 20 clubs in Uganda prepare proposals asking for international support.
- ◆ Negotiating the "Wash Away Thirst" agreement in which North American car dealers donate a small portion of carwash proceeds to WASH projects.

Wasrag's other services include:

- ◆ Helping clubs determine the "right" project for them.
- ◆ Finding international partners for club projects.
- ◆ Distributing a monthly e-newsletter to our 33,000+ mailing list.
- ◆ Maintaining an in-depth website that helps clubs find project partners and access expertise.
- ◆ Developing brochures and display materials to help clubs promote their projects to other clubs and their communities.

There's much more to Wasrag — just go to www.wasrag.org and you will find a wealth of WASH-related information. And, please consider joining Wasrag! Click on the "join us" tab on the right side of the home page of the website and follow the links — you'll be helping to provide clean water and adding economic value in an impoverished community somewhere in the developing world.

A 70-Year Partnership



THEN

1942: In the midst of war-torn London, Rotarians convened a conference to plan a world at peace. Representatives from 21 governments attended, follow-up meetings ensued — and led to the formation of UNESCO (the UN Educational, Scientific and Cultural Organization).

1945: When representatives met in San Francisco to charter the UN, 23 Rotarians acted as “observers” to guide the agenda and suggest wording. A total of 11 Rotarians served in the US delegation alone. From its inception, the UN has had strong connections with Rotary.

1948: The UN’s Universal Declaration of Human Rights uses language drafted from a resolution passed at Rotary’s 1940 convention held in Havana.

NOW

1. Rotary holds the highest consultative status offered to a nongovernmental organization by the United Nations’ Economic and Social Council, which oversees many specialized UN agencies.

2. Rotary and the United Nations work together closely on common humanitarian goals. This has been most notable with the polio eradication effort, in which UNICEF has been a close partner with The Rotary Foundation.

3. Every year, on the first Saturday of November, the UN opens its headquarters to more than 1300 Rotarians including many senior Rotary leaders as well as members of our youth programs. The day-long program is designed to inspire and educate all participants as well as provide insight into the relationship between Rotary and the United Nations.

Rotary—UN Day



Get Involved in the Next UN Development Goals

By PDG Doug Vincent

There is no doubt that the current Millennium Development Goals (MDGs) have been beneficial. The question is, should the United Nations continue with the existing goals, recalibrated after 15 years, or will it soon be time to develop new, even more ambitious objectives?

The eight UN Millennium Development Goals were established in 2000 to mobilize national and collective efforts on critical development issues by the year 2015. After that date, new goals will be set to rethink priorities, motivate action and influence spending.



Experts argue the post-2015 development agenda should be sustainable goals that apply to poor and rich countries alike. Some feel the goals should address environmental issues and others believe the UN should focus on terrorism and violence. While some countries face corruption, others deal with land mines. Health issues are common across the planet, but countries differ on what their health needs and priorities should be.

After the next-phase goals are determined, it will be necessary to seek acceptable and reliable ways to measure progress in reaching them. Simple and effective surveys and data instruments must be developed — it has proved especially difficult to find indicators to compare issues in different regions of the world.

Having flexible categories of indicators is the goal, where countries can choose how to measure their progress and thus track the trends in each country. In this way, they can measure against their own progress rather than against other countries on a different level.

So what can we do? Nothing will happen prior to 2015, but that date is just around the corner: Interested parties should get involved now! The UN has said that the conversation will change only with active participation of people with ideas to improve our world. Always, developing liberating and engaging ideas is more of a bottom-up than a top-down process.

I encourage you to get involved! Go to www.myworld2015.org to take part in the MyWorld global survey. It just takes a minute to let the United Nations know your ideas and priorities for a next-generation world.



Rotary Peace Centers Increase Fundraising Goal

Momentum to build an endowment for the Rotary Peace Centers is growing. Today, the Peace Centers educate 100 new Rotary Peace Fellows each year, and over 90 percent of Peace Centers graduates are working in fields related to peace and conflict resolution.

As new conflicts erupt, Rotary is expanding the network of trained peace builders who believe that peace is possible. The impact on the future of the world can only be imagined.

The Rotary Foundation established the Rotary Peace Centers Major Gifts Initiative in 2005 with a goal of raising \$95 million in gifts and commitments by June 2015. The fundraising initiative focuses on building an endowment to ensure the program's continuation for future generations.

But over time, program costs have increased. Last April, The Rotary Foundation Trustees re-evaluated program needs, and, with the original goal close to attainment, raised the target to \$125 million.

Rotary Peace Centers Major Gifts Initiative Chairman Paul Netzel is committed to the program as well as to the success of the fundraising initiative. "History tells us that the path to world peace and understanding is a long term proposition," he notes. "Rotarians have learned how global challenges -- such as polio eradication -- can take decades of hard work, focus and funding to achieve maximum results."

Foundation Facts



Contribute to The Rotary Foundation — Not the Tax Man

By PDG Chris Offer and Frank Helman

It's that time of year again ... time to make final decisions about charitable donations. In both Canada and the United States, it may make good sense to donate securities rather than cash. Here's why:

If you wish to fund a gift to The Rotary Foundation with stock that has appreciated in value, you have two ways to do so:

- 1) You can sell the stock and make a cash gift of the proceeds, or
- 2) You can donate the stock directly to The Rotary Foundation.

If you sell the appreciated stock, you will realize a capital gain (the difference between what you originally paid for the shares and what they sold for). The gain will be subject to income tax, whether in Canada or the US. If you pay the tax on the capital gain out of the proceeds of the sale and contribute just the net, you will not be able to deduct the full value of the stock. You can, of course, contribute the full amount of the proceeds from the sale, in which case your charitable donation will not be reduced but you will bear the additional tax personally.

On the other hand, if you contribute the stock directly to The Rotary Foundation, you will be able to claim a deduction for its full market value, and the capital gain will go untaxed.

There are other benefits of donating securities:

- ◆ You can set up the gift at any time, often at no cost.
- ◆ You can use securities to establish a permanent endowment to support the Rotary Peace Centers or other Rotary program.
- ◆ You can structure the gift in your estate planning, when it will provide tax relief for your estate.

'Tis the Season for Giving



Last year, both Canada and the US were among the top five nations in overall giving to The Rotary Foundation: Canada gave a total of \$7.7 million or \$165 per capita and the US inked \$73.5 million of \$111 per capita. (This excludes the \$10 million gift from the Gates Foundation.)

And TRF is committed to using our gifts wisely: 90% of donations go straight to programming. Check out this and all the latest figures at <https://www.rotary.org/en/financials>.

There are conditions and limitations that must be observed (which are somewhat different in Canada and the US), so you will need to consult your tax advisor to insure compliance with the legal requirements. It would be a good idea to speak with your financial advisor and estate planner as well. And also, be sure to inform your Regional Rotary Foundation Coordinator (see page 2) or Major Gifts Officer (see page 4), so they can make sure that you receive appropriate Major Donor or Arch C. Klumph Society recognition for your gift.

The most important recognition, of course, is knowing that you are building a humanitarian fund via The Rotary Foundation that will continue to change lives in the generations to come. There can be no greater legacy than that!

Calendar of Events

Saturday, December 14 – Zone 32 New Generation Assembly, Boxborough, MA. FMI: Carol Toomey, carolrotary@gmail.com.

January 12-18 — International Assembly, Hyatt, San Diego, CA

February 14-16 — Pacific Northwest PETS, SEATAC Doubletree, Seattle, WA. FMI: www.pnwrotarypets.org

February 27 - March 1 — Mid-Atlantic PETS, Radisson Valley Forge, King of Prussia, PA. FMI: www.midatlanticpets.org

March 6-8 — Northeast PETS, Sheraton Hotel and Convention Center, Framingham, MA. FMI: www.rotarynepets.org

Friday, March 15 — Success Seminar at Holiday Inn, Swedesboro, NJ. FMI: Alan Hurst, alanhinct@aol.com

March - April — Spring semester, Rotary Leadership Institute. For dates and locations and to register, go to www.rotaryleadershipinstitute.org

March 21-22 -- Mid-Northeast PETS, Hanover Marriott, Whippany, NJ. FMI: www.midnortheastpets.org

June 1-4 — 2013 Rotary International Convention, Sydney, Australia. FMI: www.riconvention.org. Zone 24-32 cocktail party: Sunday, June 1. To register: www.rotaryzones24-32.org

October 13-19 — 2014 Rotary Institute and Pre-Institute Training, Fairmont Royal York Hotel, Toronto. FMI [John Stairs, john.stairs@rbc.com](mailto:John.Stairs@rbc.com)

In Memoriam

It is with sorrow that we report the death of Bernie Carriere, Zone 24 West's Regional Rotary Foundation Coordinator, who passed away in early November.

We also mourn with Zone 32 Rotary Coordinator Alan Hurst at the death in late October of Gayle Hamm, his beloved wife of 38 years.

Bits and Pieces



Concord, New Hampshire

October 24, 2013



Photo: Tony Gilmore

District 7870 celebrated world "End Polio Now" day with an illumination at the New Hampshire State House Plaza in Concord.

Going Down Under?

Rotary's International Convention will be held this year in Sydney, Australia, June 1-4. Registration is available at www.riconvention.org, but remember: Early bird pricing ends December 15! Also, Director Bryn and Randy cordially invite us all to a Zone 24-32 sponsored cocktail party at the fabulous L'Aqua Restaurant on Sydney's harbor. The event will take place Sunday, June 1, at 7:00 p.m., tickets are US\$75, payable on line by credit card only. Go to www.rotaryzones24-32.org for details.



Rotarians Asked to Join Fight Against Teen Bullying

Bullying is a serious concern for many youth and their families, and now, the Canadian Red Cross is increasing its efforts to engage youth and harness their leadership to prevent harassment via the Jasmine Richards Youth Empowerment Tour.

This three-month concert tour will travel to 54 communities across Canada to spread the word that young people can put an end to bullying. It will offer youth the opportunity to work together to stop bullying, enjoy positive music and entertainment, and introduce them to the Canadian Red Cross' "Beyond the Hurt" leadership skills program. This is a two-day course designed to help young people gain the knowledge, confidence and skills to deliver bullying and harassment prevention presentations to their peers and younger students.

The Red Cross hopes that local Rotary Clubs will offer contacts and community leadership to help procure financial support for the tour. The Red Cross also hopes that this kind of program will reach beyond borders to the United States, where need is just as great. For more information on the Tour or the Beyond the Hurt leadership program, please contact program director Robert Johnston, Robert@jasmine-richardstheantibully.com; 416-822-7885.