



Rotary International Zones 24-32

Beyond Borders



• Bermuda • Canada • France • Russia • United States



Bryn Styles

RI Director 2012—2014
Rotary Club of
Barrie-Huron, Ontario
Bryn.styles@gmail.com

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

Zone 32: Bermuda,
Northeastern United States

Julia Phelps, Director-elect
jphelps7930@comcast.net

www.rotaryzones24-32.org

Facebook: Rotary Zones 24 and 32

Blog: <http://greatideastoshare.com>

<http://zoneinstitute.net/>



February
2014

A Message from our Director ...

There is a phenomenon in the Rotary year that is now being referred to as the 6/30:7/1 occurrence. These numbers refer to what happens to our membership between the 30th of June each year and the next day, 1 July. It seems that at the stroke of midnight on the first of July our membership drops.

In Zone 24 the membership dropped from 31,415 last 30 June to 30,987 the very next day. In Zone 32 the membership dropped from 33,836 to 33,254 for those same dates. And this happens across the Rotary world. This is due to the way we report membership through our Semi-annual Reports. Clubs have up to three months from the start of the Rotary year to alter the Semi-annual Report for their club to what they feel should be the right number. This makes it very difficult for Rotary International, Districts and Clubs to get accurate membership numbers and to do long-range planning.

This phenomenon also causes District Governors to think they are having real growth during their Rotary year but to actually drop in membership from the previous year's 30 June number. This discrepancy in reporting needs to be corrected and the RI Board of Directors is looking at the problem. But the one thing that Districts and Clubs can do is to change their thinking on membership statistics. For District and Club leaders there can no longer be a "MY" year philosophy with respect to membership. Membership needs to be an ongoing continuous plan for both Clubs and Districts.

For those of you who have not heard of the Regional Membership Plans, I would urge you to get in touch with your District Governor, District Governor-elect and District Membership Chair. They have information to share and also have access to other resources at Zone and RI with respect to membership. Rotary International, Zone Coordinators and District leaders can inform you on how to make your clubs exciting and vibrant. We can tell you of innovative ways to attract and retain members. We can encourage you to move forward. The only thing we can't do is to do it for you:

**ONLY YOU CAN CHANGE THE STATUS QUO IN YOUR CLUB AND DISTRICT!
ONLY YOU CAN ASK SOMEONE TO JOIN YOUR CLUB!**

—Bryn

In this issue ...



Page 2: FAQs about e-Clubs

Page 3: District strategies for struggling clubs

Page 4: Membership growth by District

Page 5: Involving Rotarians in the Foundation

Page 6: Foundation giving—six month figures

Page 7: Building Community through Interact

Page 8: Hands-on method to save lives

Page 9: The "Best Class" of District Governors

Page 10: Zone events in Toronto and Sydney

*But
Where
Do They
Hang the
Banner?*



The following e-clubs have been chartered and are up and active in our two Zones. (Note: RI does not maintain information on provisional clubs.) Unless you are off-the-grid on a service trip or elsewhere, an e-club is always conveniently at your fingertips, so drop by electronically to try one out, anywhere, anytime!

D-5040: **E-club of Lulu Island,**
www.clubrunner.ca/rotaryclubofluluisland

D-5370: **E-club of Canada One,**
www.clubrunner.ca/Portal/home.aspx?cid+8529

D-7040: **E-club of District 7040-Premier,**
www.rotaryclubpremier.org

D-7090: **E-club of Southern Ontario, Canada and Western New York,**
www.rotaryeclub7090.org

D-7210: **E-club of District 7210,** rotaryeclub7210.org

D-7255: **E-club of District 7255,** www.rotaryeclublongislandone.org

D-7500: **E-club of District 7500,**
<https://sites.google.com/site/eclubd7500/home>

D-7510: **E-club of Hunterdon Horizon,**
www.horizonrotary.org

D-7640: **E-club of South Jersey,**
www.sjreclub.com

D-7890, **E-club of District 7890, CT/MA,** www.clubrunner.ca/eclub

Membership Matters



Frequently Asked Questions about Rotary E-clubs

By PDG Elly Contreras

“Rotary on Demand: When you want, where you want!” That’s the slogan of the Rotary E-club of Canada One, chartered one year ago in February 2013.

Although e-clubs were officially approved in 2010, many Rotarians are still unfamiliar with the concept and unclear about the differences between an “e” and a “terra” club. Read on:

Q: What constitutes a meeting?

Each Monday at 12:01 p.m. members and guests of the Rotary E-club of Canada One find a new meeting on the club’s website. Topics – often in video format – vary from world understanding, culture, Rotary, motivational or fun. And a major plus: E-club meetings often schedule a video or speaker of the likes of Bill Gates, or a senior Rotary leader that “terra” clubs would have difficulty scheduling.

E-meetings are like traditional Rotary meetings, except that anyone can attend at their leisure, any time of the day, seven days a week. All they need is a device with web access and about 30 minutes to devote to the meeting. Just log-on, attend the meeting, and submit the attendance form. Confirmation of attendance is sent within seconds.

Q: How does the e-club do service?

E-clubs serve each of the five Avenues of Service. Through the weekly e-meeting, members are informed about projects, and together, club members make a choice which to support financially. Members attending the meeting are asked to make a donation in lieu of the cost of the more traditional meal.

Meanwhile, Individual members participate in projects in their community, such as dental clinics, children’s Holiday parties, and so on; or they join with a “terra” club in their community to do hands-on service.

Members also come together for District events and projects. Last spring, six members of Canada One assisted in a D-5370 Park Clean up in Edmonton, Alberta, where they had the privilege of meeting RI President Tanaka.

Q: How does the club build fellowship?

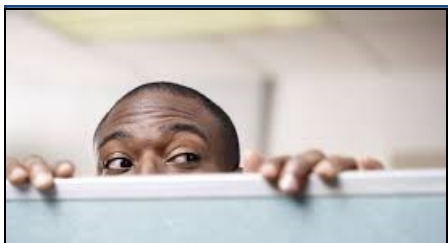
Skype helps! Half an hour before the monthly on-line board meeting, members and guests join in for fellowship. Once a month the club holds an on-line Fellowship Assembly; speakers are invited and some members get together in the area in which they live.

And even though our weekly meetings are electronic, we still get together the old-fashioned way for Rotary events. Indeed, one-third of our 30 members came out for the District Conference last year, where some met one another for the first time. Also, we have found that as friendships develop, members on the road look for opportunities to “drop by” and visit fellow Rotarians whenever possible.

Q: Aren’t e-clubs really just for younger professionals?

E-Rotary suits the lifestyle of people who travel frequently for business or pleasure, or who are busy with family commitments during the time the local “terra” club meets, as well as “snowbirds” who maintain two homes. E-Rotary allows its members to stay connected with Rotary, even when they are not convenient to a Rotary club.





Stand on Your Toes and Look Over the Fence

You do not have to climb over the fence. All you have to do is stand on your toes and peek over the top. The point is: You have to stretch sometimes to find what you want.

While attending the Zone 24/32 Institute in Cherry Hill last fall this thought came to my mind: "They can't see over the fence." My sense was that many District leaders were expressing the frustration they have met with membership growth and engagement despite their best efforts.

Rotary has had a 100 percent turnover of members the past 10 years. Clearly, we are good at bringing them in and terrible at keeping them. I believe that people do not leave Rotary; rather, they leave clubs that do not live up to their expectations.

Healthy clubs can make Rotary one of the most exciting hours of the week. Healthy clubs are okay with a member who may not have "perfect attendance" but who is fully engaged in club projects. After all, attending meetings is important but not the defining factor of a good Rotarian.

Success in membership is a club issue. We can't expect our District or Rotary International to provide the solution for us, because Rotary is about the club. That said, Rotary International has many resources available to us. Zone 24/32 has a fantastic web site: www.greatideastoshare.com/membership. A good place to start is with the Vibrant Club Assessment and Club Membership Health Check Up.

There is no silver bullet to membership satisfaction, but it boils down to this: Get your entire club involved in creating a membership plan. Then work together to put your plan into action.

Healthy and vibrant clubs start with change that's just outside the comfort zone. So be sure to stand on your toes and look over the fence. You'll find a horizon you haven't previously envisioned.

—Paul Roy
District 7820 Membership Chair

Membership Matters



Effective District Strategies for Struggling Clubs

By Gayle Knepper, Rotary Coordinator, Zone 24W

There has been much discussion about vibrant clubs and how to increasing the effectiveness of clubs. While focusing on vitality, we also recognize that every District also has struggling clubs, some more at risk than others.

The impact of a struggling club reaches far beyond what is immediately apparent. It affects not only its current and future members, but also other nearby clubs, the community, partner organizations and potential funding sources, service projects, the District and the image of Rotary.

Responses to at-risk clubs may range from District leaders feeling at a loss of what to do and, subsequently, delaying implementation of a strategy, while others throw everything possible at the issue, hoping that one of the actions will stick. Although the solution will be individualized for a club, the process of making the action plan is consistent. To help make the decisions in a district, a common framework can be used to more effectively work with struggling clubs:



- ◆ Assess clubs at least annually; use for strategy development and trending of vibrancy and risk
- ◆ Segment clubs by degree of vibrancy
- ◆ Determine district strategy for focused development
- ◆ Set objectives and make plan
- ◆ Appoint a team
- ◆ Obtain club agreement and launch concrete action
- ◆ Follow up/support, evaluate, adapt

Working to support and improve struggling clubs is an important part of the district's annual strategic and operational planning processes. Involving the all members of the governor team (DG, DGE, DGN and DGND) is essential to long-term success. Who actually implements the plan? This is determined by each district. There are a number of options that could be considered, based on the structure of the district, geography and team members available. A district team can range from 4 to 7 individuals, based on the needs and geography of the clubs. Examples include:

- ◆ Team of district leaders, including AG, membership chair and DGE.
- ◆ Team of recent past governors
- ◆ Specialized turnaround team including AG and DGE
- ◆ Team from nearby vibrant club or effective past presidents working with the AG
- ◆ Regional implementation teams with a central coordinator

The governor is also part of the team, perhaps as an adjunct member. A district may wish to consider including a Rotarian(s) who is a "turnaround specialist" in his/her profession. Whatever structure is used, it is important to keep in mind that the team provides leadership and support, working together with the club, to help it find its own way forward and make the changes needed to grow stronger.

There are many examples of clubs that made the successful transition from at-risk to vibrant, with member commitment and outside support. For help in developing a specific strategy in your district or an individual action plan for a struggling club, contact the Rotary Coordinator in your region.

For details about developing the Struggling Club framework, or to find additional tools and resources, log onto GreatIdeastoShare.com, GreatIdeastoShare.com, [Vibrant Clubs](#) tab.



Membership Growth Comparison (YTD 2012-14 and Two-Year History)

District	July 1 2012*	2013-14 Year To Date				Two-Year Change	
		Jul 1 2013*	Jan 5 2014**	# Change	% Change	# Change	% Change
				July 1 to January 5		July 12 to January 14	
2225	489	469	504	35	7.46	15	3.07
5010	1774	1734	1758	24	1.38	-16	-0.90
5040	1524	1514	1501	-13	-0.86	-23	-1.51
5050	2744	2604	2660	56	2.15	-84	-3.06
5060	2712	2662	2684	22	0.83	-28	-1.03
5360	2159	2038	2044	6	0.29	-115	-5.33
5370	2249	2265	2301	36	1.59	52	2.31
5550	1606	1584	1580	-4	-0.25	-26	-1.62
Zone 24 West	15,257	14,870	15,032	162	1.09	-225	-1.47
6330	1943	1857	1852	-5	-0.27	-91	-4.68
7010	1580	1554	1559	5	0.32	-21	-1.33
7040	2075	1964	1979	15	0.76	-96	-4.63
7070	2070	2026	2045	19	0.94	-25	-1.21
7080	1783	1761	1768	7	0.40	-15	-0.84
7090	2483	2403	2422	19	0.79	-61	-2.46
7790	1799	1761	1796	35	1.99	-3	-0.17
7810	1233	1200	1192	-8	-0.67	-41	-3.33
7820	1576	1591	1593	2	0.13	17	1.08
Zone 24 East	16,542	16,117	16,206	89	0.55	-336	-2.03
7210	1727	1693	1721	28	1.65	-6	-0.35
7230	1502	1404	1396	-8	-0.57	-106	-7.06
7255 ¹	1980	1799	1802	3	0.17	NA ¹	NA ¹
7390	2435	2344	2362	18	0.77	-73	-3.00
7410	1033	1078	1076	-2	-0.19	43	4.16
7430	1894	1837	1841	4	0.22	-53	-2.80
7450	1607	1502	1551	49	3.26	-56	-3.48
7470	1274	1223	1220	-3	-0.25	-54	-4.24
7490	1256	1267	1284	17	1.34	28	2.23
7500	1201	1194	1200	6	0.50	-1	-0.08
7510	1165	1108	1119	11	0.99	-46	-3.95
7640	1222	1160	1153	-7	-0.60	-69	-5.65
7780 ²	1773	1641	1641	0	0.00	-132 ²	-7.45 ²
7850	1604	1564	1564	0	0.00	-40	-2.49
7870	2281	2181	2154	-27	-1.24	-127	-5.57
7890	2288	2227	2224	-3	-0.13	-64	-2.80
7910	1475	1493	1571	78	5.22	96	6.51
7930 ²	1916	1913	1955	42	2.20	39 ²	2.04 ²
7950	2462	2357	2346	-11	-0.47	116	-4.71
7980	2362	2269	2288	19	0.84	-74	-3.13
Zone 32	34,457	33,254	33,468	214	0.01	-811	-0.03

*Based on July 1 SAR

** Data reflects official membership numbers based on club input in MAP (January 2014)

¹ D7250 and 7260 merged to form 7255 effective July 1, 2013; two year District history not available

² Reflects transfer of one club from D7780 to D7930 effective July 1, 2013

"First" and "Best"



Last year, then-RI president-elect Ron Burton took the stage at the International Assembly and challenged the 2013-14 class of governors to become the first-ever class to be 100 percent donors to the Annual Fund of The Rotary Foundation.

The class came through and became the "First Class" of governors to be all Every Rotarian Every Year with combined contributions of \$750,000.

This year, RI president-elect Gary Huang asked the same commitment of the 2014-15 governors. The class met "Best Class" status of 100 percent participation and combined donations of \$901,000—which grew to \$1.2 million when gifts from senior Rotary leaders and IA facilitators are included.

Governors-to-be are on a roll — already, comments on the Facebook page for Zone 24/32 Class of 2015-16 suggest that members of next year's class hope to beat this year's record.

But why should the governors-elect have all the fun? After all, The Rotary Foundation is OUR Foundation. We raise the funds, and we get to choose the projects that The Foundation invests in. Of course all governors-elect should contribute — and so should all District and Zone leaders.

Indeed, at last year's Northeast PETS training, the eight governors-elect asked each of their club presidents to join the First Class with 100 percent participation, and presidents in four Districts involved did just that.

Other non-profits actively expect their senior leaders to contribute annually. Why not Rotary? How about 100 percent contribution to the annual fund of The Rotary Foundation from all past, present and future Governors in our two Zones?

Now, that would be a Class act!

Foundation Facts



Involving Club Members in the New Foundation

By PDG Marty Peak Helman

How are Districts involving club Rotarians in the spending decisions of the District Foundation Committee? Certainly, Rotarians won't give if they don't understand (or agree with) how the money they donate is invested! Six months into the new Foundation, we polled District Foundation Chairs across our two Zones to share best practices.

First and foremost, all the discussion over the past three years during the Future Vision pilot did not go unheard. "The required training and the publicity surrounding Future Vision created much greater awareness of the Rotary Foundation and the resources available to Clubs to assist their projects than had been experienced before," reports Mike McCarthy of District 7430. "The emphasis on qualification, including the need to sign an MOU, got the attention of many Club leaders."

One of the most arduous of the new grant-making requirements — that club members must annually attend training in order for their club to qualify for Foundation grants-making — may prove the most far-reaching. In fact, some Districts have increased the training requirement: The Rotary Foundation requires **one** club member to attend grants training annually, but many Districts are demanding that **two** do so.

"We asked that the club's president-elect and club Foundation chair attend the training last spring," one District chair reported. "This year, we hope the new president-elect and another club member will come. That way, the learning will be spread throughout club leadership fairly quickly."

In many Districts, the new grants-making process has been a catalyst to include more Rotarians in the decision-making. Many Districts have expanded their grant review committee, frequently by including members from across their geographical reach. And past giving pays: In District 6330 the two clubs with the highest per-capita donations to the Annual Fund each name a representative to the grants committee.

District 7780 broadened this concept even further, and convened a District-wide workshop in which all Rotarians were invited to discuss and input into how best to allocate grant funds. "This not only helps the District Foundation Committee set priorities, it creates a sense of empowerment," explains Peter Johnson. "Our workshop had representation from over 90 percent of our clubs and about 125 participants."

Many Districts have devised matrices to help evaluate grant proposals, and they post all determinants of the application process — as well as resulting decisions on expenditures — where it can be widely shared on the District website. As a result of all these changes, it is clear that in an increasing number of Districts the days when the Governor and Foundation Chair could channel DDF into a pet project are long gone.

The grants model for The Rotary Foundation may be new, but the methods of communicating with Rotarians are not. In addition to District-wide meetings, newsletters and web discussions, District 7070's Bill Patchett makes sure to share giving statistics on a monthly basis with all club presidents, Foundation chairs and club secretaries.

"This works well," Bill reports; "Rotarians in this District realize the more money that is raised for the Foundation becomes more money for *their* grant program."





Annual Giving to The Rotary Foundation (July-December 2013)

District	Members FY 2013-14	No. of Clubs	District Goal FY 2013-14	Annual Fund YTD	Annual Fund LYTD	Annual Fund Per Capita YTD	Annual Fund Per Capital LYTD	Annual Fund Per Capita 2012-13	EREY Donors YTD	Total Giving YTD
2225	469	27	\$47,550	\$14,376	\$3,320	\$30.65	\$6.79	\$40.87	158	\$14,576
5010	1734	39	\$325,695	\$180,313	\$168,762	\$103.99	\$95.13	\$189.62	1034	\$268,598
5040	1514	52	\$219,812	\$146,754	\$124,617	\$96.93	\$81.77	\$177.62	474	\$204,507
5050	2604	58	\$373,882	\$258,212	\$234,077	\$99.16	\$85.31	\$162.51	1293	\$355,710
5060	2662	59	\$262,726	\$215,283	\$294,301	\$80.87	\$108.52	\$157.02	1124	\$259,849
5360	2038	48	\$269,314	\$181,034	\$199,721	\$88.83	\$92.51	\$437.30	435	\$379,338
5370	2265	62	\$210,620	\$188,025	\$175,740	\$83.01	\$78.14	\$136.28	897	\$487,669
5550	1584	48	\$119,610	\$108,442	\$112,152	\$68.46	\$69.83	\$106.42	443	\$130,780
6330	1857	61	\$144,475	\$123,699	\$128,069	\$66.61	\$65.64	\$108.09	603	\$253,870
7010	1554	44	\$244,040	\$172,170	\$158,685	\$110.79	\$100.63	\$171.01	980	\$240,590
7040	1964	68	\$96,945	\$80,018	\$60,024	\$40.74	\$29.18	\$80.32	297	\$170,878
7070	2026	54	\$229,858	\$208,317	\$210,770	\$102.82	\$101.43	\$159.67	1027	\$288,504
7080	1761	50	\$250,571	\$157,800	\$173,831	\$89.61	\$97.06	\$179.86	808	\$233,062
7090	2403	69	\$286,542	\$176,348	\$211,482	\$73.39	\$83.92	\$142.60	720	\$304,781
7790	1761	53	\$44,665	\$44,086	\$43,730	\$25.03	\$24.42	\$65.04	249	\$74,378
7810	1200	39	\$72,035	\$49,120	\$55,661	\$40.93	\$44.64	\$76.08	155	\$73,084
7820	1591	46	\$186,470	\$75,905	\$60,097	\$47.71	\$38.11	\$74.12	356	\$168,825
Zone 24	30,987	877	\$3,384,810	\$2,379,910	\$2,415,047	\$76.80	\$75.84	\$154.11	11,053	\$3,909,007
7210	1693	62	\$20,062	\$58,754	\$25,115	\$34.70	\$14.54	\$64.80	363	\$72,829
7230	1404	46	\$51,425	\$47,626	\$38,617	\$33.92	\$25.71	\$76.97	268	\$214,938
7255*	1799	75	\$18,950	\$42,560	--	\$23.66	--	--	269	\$260,505
7390	2344	46	\$218,080	\$165,551	\$138,306	\$70.63	\$56.80	\$113.94	1039	\$189,413
7410	1078	43	\$81,889	\$28,836	\$39,356	\$26.75	\$38.10	\$98.69	180	\$41,508
7430	1837	44	\$169,805	\$82,224	\$87,335	\$44.76	\$46.11	\$121.34	427	\$143,582
7450	1502	51	\$69,301	\$84,386	\$78,324	\$56.18	\$48.74	\$89.35	590	\$107,644
7570	1223	53	\$110,400	\$37,877	\$27,741	\$30.97	\$21.77	\$97.81	277	\$79,205
7490	1267	55	\$10,775	\$23,796	\$16,994	\$18.78	\$13.53	\$48.04	164	\$33,586
7500	1194	41	\$98,375	\$29,598	\$23,104	\$24.79	\$19.24	\$122.87	150	\$39,217
7510	1108	41	\$35,570	\$26,656	\$30,891	\$24.06	\$26.52	\$90.25	196	\$41,732
7640	1160	51	\$26,849	\$26,848	\$33,848	\$24.87	\$27.70	\$67.71	189	\$38,608
7780	1641	39	\$164,326	\$67,700	\$69,665	\$41.26	\$39.29	\$107.02	427	\$105,819
7850	1564	42	\$64,865	\$56,267	\$45,390	\$35.98	\$28.30	\$73.40	295	\$152,273
7870	2181	59	\$38,126	\$85,549	\$69,000	\$39.22	\$30.25	\$66.69	456	\$195,443
7890	2227	60	\$101,794	\$62,097	\$71,195	\$27.88	\$31.12	\$91.40	337	\$350,479
7910	1493	52	\$132,525	\$53,963	\$39,394	\$36.14	\$26.71	\$103.81	432	\$153,079
7930	1913	48	\$146,965	\$76,702	\$68,270	\$40.10	\$35.63	\$118.27	683	\$95,933
7950	2357	67	\$232,560	\$60,660	\$52,552	\$25.74	\$21.35	\$64.62	413	\$110,016
7980	2269	61	\$230,040	\$123,141	\$129,574	\$54.27	\$54.86	\$129.96	767	\$188,147
Zone 32	33,254	1036	\$2,022,680	\$1,242,799	\$1,123,285	\$37.37	\$32.60	\$91.67	7922	\$2,633,966

*Previous year's data unavailable: District 7255 formed in July 2013 through merger of Districts 7250 and 7260.

Rotary Coordinators

Paul Beaulieu, Zone 24 East
beaulieupaul1@gmail.com
Gayle Knepper, Zone 24 West
rotary5010@ak.net
Alan Hurst, Zone 32
alanhinct@aol.com

Regional Rotary Foundation Coordinators

Dennis Dinsmore, Zone 24 East
dennis@dinsmoregroup.com
Toni M. McAndrew, Zone 32
tonim@epix.net

Rotary Public Image Coordinators

Peggy Hebden, Zone 24 East
Peggy.hebden@gmail.com
Penny Offer, Zone 24 West
pennyoffer@live.ca
David I. Clifton, Jr, Zone 32
diclifton@comcast.net

End Polio Now Coordinators

William Patchett, Zone 24 East
patch@eagle.ca
Bruce Christensen, Zone 24 West
pdg5370@telus.net
Bernadette Jennings, Zone 32
bnbjennings@comcast.net

Website Administrator

Hans Granholm
hgrdane@telusplanet.net

Zone Newsletter Editor

Marty Peak Helman
martyrotary@gmail.com

Zone Directory Editor

B.J. Metz
bjmetz@metzcompany.com

Zone Facebook and Blogsite Administrator

Kevin Hilgers
wave@telus.net

Youth Services



Building Community Through Engaged Interact Clubs

By Governor Valarie Wafer, District 7070

Every community has its dragons — bullying, poverty, environment, health and social welfare, to name just a few. And who better to “tame the dragons” than today’s youth?

“Taming the Dragon” was born of a tremendous opportunity to introduce D-7070 Interact Clubs to the needs of their communities and ask them to find solutions that are positive and sustainable. It was also a way to partner the energy of youth and the experience of Rotarians.

We invited our Interact clubs to describe a concern in their community and then come up with a sustainable and reachable solution. The Interactors were sponsored by their Rotary Clubs, and they were invited to present their concern and solution to a panel of judges at the D-7070 District Conference last fall.



Three Interact clubs participated, and their projects ranged from an intergenerational (seniors and youth) inspired games night designed to give each age group the opportunity to get to know the other; a public-relations campaign to highlight two merging (and previously rival) high schools and their very successful Interact Clubs; and a festival to keep youth engaged in the community during the summer holidays.

A team of senior Rotarians led by past RI president Wilf Wilkinson judged the three presentations, with \$5000 in funding at stake to “seed” the potential projects. The funding came from a corporate sponsor. As it turned out, one of the projects received its full “ask,” and the other two received enough funding to get under way. Because the Interact clubs’ projects were sponsored by their home Rotary clubs, it is our hope that local Rotarians will not only provide mentorship but also help see the projects through to completion.

We are very excited about this District-wide competition and the projects it has engendered! It gives our youth the opportunity to enhance their leadership and organizational skills; it also gives them the chance to do something tangible to confront a problem as they see it in their communities. It gives Rotarians an opportunity to engage their youth, help build future leaders, and extend their community connections.

Already, 7070’s incoming Governor Brian Thompson is planning to continue and grow this program, and PDG Brad Howard, our presidential rep at the District Conference, is taking the project to his home district in California. I would be happy to share materials and details with any district interested in engaging their youth and considering this competition.

Please reach Gov. Valarie via Twitter: @wafervalarie, or email: megleen4@gmail.com.



Zone 24-32 Photo Contest

Introducing: The 2013-14 Zone 24-32 Avenues of Service Photo Contest.

This is an opportunity for Rotarians across Zone 24-32 to share photos of the Rotary service projects and fellowship events they have held or will hold this Rotary year.

The prizes are simple: Boasting rights as the best Rotary photographer in the Zone, a certificate and the winning photos in each of the Avenues of Service posted here and on the Zone website. So get out your SLR, point and shoot, or phone camera and click away. Winners will be announced mid-April.

- ◆ The photographer must be a member of a Rotary, Rotaract or Interact club in Zone 24 or 32.
- ◆ Photos must be submitted in JPEG file format with a maximum size of 3 MB on or before March 31.
- ◆ Each photographer may submit up to three photos that were taken between July 1, 2013 and March 31, 2014.
- ◆ Each photo will be submitted in one of the 5 Avenues of Service that the photo best illustrates.

Share this info with your club members and Rotary, Rotaract or Interact clubs in your district.

The Zone 24-32 RPICs (Rotary Public Image Coordinators) will be the contest judges.

To enter the contest and upload a photo click [HERE](#).

For contest rule and small print click [HERE](#) and for the judging criteria click [HERE](#)

Happy photographing!

Public Image



A Hands-on Method to Save Lives

Lenny Agrusti of District 7490 in northern New Jersey has been an EMT for 36 years and knows that when it comes to saving lives, seconds count. So when Lenny became governor last July, he offered every Rotarian in the District an opportunity to learn CPRA, or "CPR Anytime," a hands-only CPR method approved by the American Heart Association.

He introduced the CPRA concept at his pre-PETS training last winter with a speaker from the American Heart Association. He built his District budget to include a \$35 kit for each club. Each kit comes complete with a DVD that provides step-by-step training. As a result of this project, during the first half of the Rotary year, almost 700 Rotarians now have the confidence to perform "hands-only CPR."

"I also presented this to one of the local schools, and the principal thought the students should be introduced to the program in their study hall. As a result, the local club will provide the kits to the school to get the program under way."

Lenny has put together a District CPRA committee to continue the work at the club level. And his commitment is clear: "This knowledge should be worldwide and not stop here."



"We are Rotary"

Three Districts in southern New England came together in 2012 and wrote a multi-district PR grant which resulted in a live radio show that put Rotary on the air. Taking advantage of PDG Dave Clifton's broadcast expertise, Districts 7950, 7910, and 7930 jointly agreed that Rotary would host a varied program each week. In exchange, Radio Station 790 AM, WPRV Providence, RI, offered free air time for the show, a good time slot on the schedule, and also promised to run additional Public Service Announcements from Rotary's Humanity in Motion ad series.

The result is "We Are Rotary," a weekly, one-hour call-in radio show that has been on-going for two years. Every Wednesday afternoon, host Dave Clifton highlights a Rotary guest or project and acquaints listeners with the scope and breadth of Rotary's work.



The show opens and closes with the "We are Rotary" theme song written by country singer Lacey Dalton.

Goal of the show is to reach southern New England on a consistent basis with the Rotary message, sharing the story of Rotary and — hopefully — attracting members.

The plan is for "We are Rotary" to become completely self-supporting in 2014.

Rotary International Support Team

Club and District Support

Christopher Brown, Senior coordinator
Chris.brown@rotary.org
847-866-3271

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

John Hannes, Senior Coordinator
John.Hannes@rotary.org
847-866-3275

Kyle Kubler, Coordinator
Kyle.kubler@rotary.org
847-866-3462

Susan Schmidt, Coordinator
Susan.schmidt@rotary.org
847-866-3269

Rotary Foundation

Major Gifts Officer: Zone 24

Carolyn Ferguson
Carolyn.ferguson@rotary.org
905-304-6831

Major Gifts Officer: Zone 32

Jenna (Steiner) Archuleta
Jenna.archuleta@rotary.org
847-424-5251

Annual Giving Officer

Rachel Greenhoe
Rachel.greenhoe@rotary.org
847-866-3415

Rotary International

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

Rotary Contact Center

Contact.center@rotary.org
866-976-8279
866-9ROTARY

www.rotary.org

International Assembly



The “Best Class”

*By Sam Hsaio, Training Leader
at 2014 International Assembly*



The 2014 International Assembly was an exciting, fun, and informative week that offered incoming governors the chance to gain inspiration, exchange ideas and discover new perspectives in preparation for their year as governor.

A team of 39 training leaders and their spouses attended the intensive training seminar the week prior to the Assembly. I was a first-year training leader, and it was a great experience and exciting job for Elisa and me. The schedule was very tight and demanding, but we learned a lot from the seminar leader, fellow training leaders and expert staffs of the learning and development team at Rotary International. And we had a good time in the evening with teammates at the hospitality suite with music, unique treats, and fun activities. Nobody missed the working breakfast in the morning, and we all become good friends.

RI President-elect Gary C.K. Huang announced his theme “Light up Rotary” at the opening plenary session. He was inspired by the teaching of Chinese philosopher Confucius who said “It is better to light up a single candle than sit and curse the darkness.” President-elect Gary urges club members to light up Rotary by hosting a Rotary Day in their communities and including local Rotaract and Interact members in their service projects. Huang also shared his membership development goals, including the need for more women and young adults. His goal to increase to a total of 1.3 million members. He asked Rotarians to invite their spouses, family members and friends to join Rotary.

Incoming governors enthusiastically greeted the theme of “Light up Rotary” and agreed that the theme provides new ideas and is easy to communicate to help spread the Rotary movement to more people.

Rotary moments were included in every plenary session. Our own Director-elect Julia Phelps was the first to give one and she touched many audiences with her Rotary story. A highlight came on January 13 when President-elect Gary announced that India has been polio-free for three years. The cheering went up to the roof.

President-elect Gary is the first RI president from Taiwan, and he enjoyed huge support from that island nation. Taiwanese dances were performed during the international fellowship night. Festival Night included a bobble head performance by the “Action Jackson Star” team of training leaders. All the dancers wore masks of RI presidents and the fun and laughter filled the ballroom of the hotel.

The 2014 International Assembly ended with the announcement that contributions to the Rotary Foundation from the 2014 DGEs and senior Rotary leaders hit a record high \$1.2 million this year. Then we all joined in singing this year’s theme song, “This is Our Rotary,” as well as “Let There Be Peace on Earth.”

It was truly a privilege to serve as a training leader and host to the 534 district governors and spouses of 2014-15 from around the world. It was a great and unforgettable experience and a very successful International Assembly.



Calendar of Events

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 and to register: www.riconvention.org

October 13-19 — 2014 Rotary Institute and Pre-Institute Training, Fairmont Royal York Hotel, Toronto, ON. FMI: <http://zoneinstitute.net/>

International Conventions

Set your calendar and plan on joining 25,000 or so of your closest friends in:

2014: Sydney, Australia, June 1-4

2015: Sao Paulo, Brazil, June 7-10

2016: Seoul, Korea, May 29-June 1

2017: Atlanta, USA, June 10-14

2018: Toronto, Canada, June 24-27

Zone Institute



We're Going to "Light Up Rotary" in Toronto

By Julia Phelps, RI Director-elect

Last month we learned President-elect Gary's theme for the 2014-15 Rotary year, *Light Up Rotary*. We were encouraged to shine a bright light on our club members, our club projects and programs, and on Rotary. We can each do that in a way that works for us. And *Light Up Rotary* is exactly what we are going to do at the Zone Institute next October. We are going to take time to share ideas that work in the areas of membership, club service, and fundraising. We're going to *Reflect on Rotary* leadership and lessons learned from previous leaders when we're in Toronto. I know that the District Governors-elect in Zones 24/32 are already thinking about ways in which they can *Light Up Rotary*. We got a jump on some fun things while we were in San Diego that we will share with everyone in October.



Many of you registered last September just like PDG Arnie (picture at left). I want to encourage everyone else to follow his lead and sign up for the Institute (*thank you if you've already done so*) and reserve your room at the Fairmont Royal York. The Program Committee is working on making this one of the best Institutes ever. You can help them by registering today.

Finally, I'm excited to let all of you know that the 2014 Zone Institute has a new website. PDG Kevin Hilgers is building the site to keep all of us up-to-date on all of the happenings at www.zoneinstitute.net. Please check the site regularly to see what's new and exciting. The link is on our Zone 24/32 website.

As I think about the 2014-15 Rotary theme and the 2014 Zone theme I'm reminded on something that Edith Wharton once said, *"There are two ways of spreading light. To be the candle or the mirror that reflects it."* In October of 2014, we will be spreading light in both ways both as the candle and as the mirror.

Zone 24-32 Event "Down Under"

While in Sydney for the International Convention, be sure to take in the Zone 24/32 Beyond Borders Event. You'll enjoy cocktails and a generous array of hors d'oeuvres. The Beyond Borders Event will take place the evening of the Opening Plenary, Sunday, June 1, from 7-9 p.m. at L'Aqua, overlooking Darling Harbor. And there's more: From the terrace, you'll enjoy seeing watching the "Vivid Sydney" light show that will run each night during the International Convention.

[Link to Beyond Borders Cocktail Party](#)

