



Rotary International Zones 24-32

Beyond Borders



• Bermuda • Canada • France • Russia • United States



Bryn Styles

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

Zone 32: Bermuda,
Northeastern United States

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January
2014

A Message from our Director ...

A Past District Governor came to me in early December about a couple of articles that had appeared in the *Rotarian* magazine. He had been approached by a Rotarian who was upset about what he perceived to be inconsistencies in Rotary International's priorities.

RI President Ron Burton did his monthly article in the magazine on the Paul & Jean Harris Home Foundation, an opportunity to save what is probably one of Rotary's iconic landmarks – Comely Bank. Ron's article talked about why it should be saved and the methods Rotarians could use to support the initiative if they so desired. Then, page 18 of the *Rotarian* mentioned the plight of children in the U.S. who are living in households where the average earned income is less than \$2/member/day. The person wondered how we could possibly donate to a "shrine" when there were children starving.

It is not my intention to encourage you to donate to Comely Bank. That is a personal decision. But one of the responsibilities of Rotary Senior Leaders is to make Rotarians aware of what opportunities are available. There are those who have a strong sense of history and feel that saving Rotary's past is important. There are many who have strong passions for specific projects – water, sanitation, literacy, microfinance, health or peace scholars. While we can be passionate about our own causes, we need to be understanding of those who use their charitable donations elsewhere.

Rotary clubs and Rotarians support art and cultural activities within their own communities. They may support beautification projects to make their community more attractive to live in. Most clubs support some local health initiatives be it hospitals, hospices or the like. At the same time these same clubs do international projects to help the disadvantaged. It is the balance that Rotary allows that makes it so attractive as an organization.

I would encourage all of you to find what your passion is and then use Rotary to make that passion a reality. Through our various programs and methods of donating, we are only limited by our imaginations. Find your passion and then put it into action.

Bryn

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Membership Matters



Rotary's Biggest Challenge — It's Up to Each of Us

By Past RI President Wilf Wilkinson

It is January, and the Rotary year is half over. Our two Zones under the leadership of RID Bryn have achieved some wonderful goals, and I couldn't be more proud of my fellow Rotarians and their leaders. However, now is not the time to rest on our laurels but rather a time to build on our accomplishments and make sure that 2013-14 Rotary year, under President Ron and RID Bryn, is a huge success.

Despite calls from President Ron, we have not tackled Rotary's biggest challenge this year, which is to greatly increase our numbers. Cynthia Meehan, who deals with Membership Development at our international office in Evanston, provided me with the membership figures for our Zones during the last ten years and those figures were not very encouraging.

Yes, some Districts have added new clubs, and we are seeing e-clubs and satellite clubs, but still our membership overall has continued to decline.

This trend must change if Rotary is to achieve its goal of "Doing Good in the World". But no amount of pious platitudes or impressive slogans will get this job done. Rather, it will require that every one of us recognize the challenge we face, and agree to do something about it. Not in the next Rotary year, but in the next six months.

Like some of you, I have travelled to developing countries and seen the work of Rotarians first-hand. India has eradicated polio because Indian Rotarians led the charge. They advocated to their government for a polio-free country; but more important, they — together with their families — participated by urging the people to bring their children to be immunized and then helped to put those life-saving drops into mouths of hundreds of millions of children. India is polio free, in no small way, due to the determination of its Rotarians to do the job.

I believe that with all the tools that the RI Board has provided us, we can have the same success as our Rotary members in India, but each and every one of us must propose a new member. It may be a Doctor, a Dentist, a Lawyer or an Accountant. It might be someone in real estate, or who sells or services our cars. It might be a son or daughter, a husband or wife, an old school friend. Perhaps it's a teacher or the merchant where we buy our food, our clothes or our stationary. Perhaps it's the person who fixes our furnace, cuts our lawn or is just a good friend.

We must always remember that while it's each member's responsibility to propose new members, it remains the club's responsibility to approve each new member and then work to insure that they are properly indoctrinated into Rotary. Making new members feel welcome and involved is absolutely essential in order to keep them.

So let's all agree on a new goal for this Rotary year. Let every club President ask every one of their members to propose one new member in the next three months and let the club provide a plan to approve qualified members and work to instruct them, welcome them and make them good Rotarians. Our objective must be: to make Zones 24 and 32 the leader in Membership Growth during the 2013-14 Rotary year.

ALL THOSE IN FAVOR RAISE YOUR RIGHT ARM AND SAY: YES-YES-YES!



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Membership Matters



Using Facebook Effectively for Success

By Immediate Past District Governor Kevin Hilgers

We are all looking for ways to connect and engage with fellow Rotarians. Facebook is one such way, and in fact, most of us are believers that it's a fantastic way to retain and grow membership. Our Zones have a site: have you "friended" it yet? Check out <https://www.facebook.com/groups/rotaryzones24and32/>.

Following are a few easy tips to help you use Facebook more effectively, both on the Zone site and also on your District and club Facebook sites.

- ◆ Always include a picture – even a generic pic of the topic is better than none (find one via Google Images). A pic says a thousand words. I would say NEVER post without a pic or video or link to a web site for further info.
- ◆ Rarely (never?) repost on group Facebook pages. If you don't include a personal note in your post, there's no sense reposting. If you find it of interest, then explain why. Otherwise, skip it.
- ◆ Include the who, what, when, where, why, and do so every time. You may know your project inside and out, but others don't. Just when you think people are tired of your topic, others are hearing about it for the first time.
- ◆ Include links when applicable. Use a site that shortens web site urls such as <http://tinyurl.com/>. Using this site or those like it means turning real long web site addresses (urls) into short ones! For instance the Council on Legislation update on the Zone web site has an url of <http://www.clubrunner.ca/Portal/story/StoryDetail.aspx?accountid=50077&sid=397&stid=Zone> - I used <http://tinyurl.com/> to get a "tiny url" and the above link is: <http://tinyurl.com/mwsmwjp>.
- ◆ Tag, tag, tag, photos. Include names via Facebook. This creates growth in your Facebook connections.
- ◆ Engage. Facebook is designed to be interactive. Ask questions. Ask for responses. What works? What doesn't work?
- ◆ Have fun with Facebook – put a smile on people's face from time to time.
- ◆ Don't dominate. If a group page has many comments from one person only, it's not as effective.
- ◆ Find ways to "grow" your page: Create a contest to encourage others to join, or to have members invite their friends to join.
- ◆ Keep the topic related to the page. If it's a Rotary District page, don't post about city hall news.
- ◆ Make sure the "Powers That be" are part of the page. If leaders are not engaged, success is much more difficult.



Facebook is a powerful tool and has proven remarkably effective. My District 5370 page has over 1100 followers (<https://www.facebook.com/groups/district5370/>) and I believe that Facebook has helped us pull together one of the largest geographic districts in the world. I hope these are tips you can use in your Rotary, professional and even business world.

"Friend" Kevin Hilgers on Facebook: <https://www.facebook.com/Kevin.D.Hilgers>

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Foundation Facts

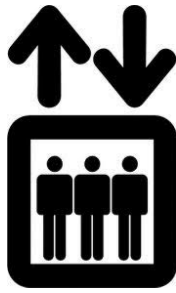


The following Global Grants have been approved and are well underway at the half-way mark in the Rotary year. Congratula-

Note how many of these Global Grants involve scholarships, and also, how many are either devoted to Disease Prevention and Treatment or Economic and Community Development.

Description	Host Sponsor	International Sponsor	Primary Area of Focus	World Fund	Total Funding
VTT	Kampala-North, Uganda	D-9211 Blue Bell, PA	D-7430 Maternal and child health	\$38,500	\$81,000
Scholarship	San Jose, Costa Rica	D-4240	D-7450 Economic/Community Development	\$15,000	\$30,000
Eye hospital	Anakapalle, India	D-3020 Samia-Bluewaterland, ON	D-6330 Disease Prevention and Treatment	\$16,729	\$39,387
Scholarship		D-7255 D-1860	Disease Prevention and Treatment	\$15,000	\$30,000
Halfway house-Taiwan	Chungli Chung Shing,	D-3500 Richmond Sunset, BC	D-5040 Economic/Community Development	\$16,085	\$38,085
Scholarship	New York, NY	D-7230 D-9675	Peace and Conflict Resolution	\$15,000	\$49,835
Rabies prevention	Kampala, Uganda	D-9211 Niagara Falls, ON	D-7090 Disease Prevention and Treatment	\$20,809	\$52,427
Biblioteque au Togo	Tandjouare-Dapaong, Togo	D-9102 Quebec, QC	D-7790 Basic Education and Literacy	\$15,000	\$35,036
Sheltered workshop	Junica-Queretaro, Mex.	D-4160 Bracebridge, ON	D-7010 Economic Community Development	\$16,575	\$39,726
Water, hygiene	Pursat, Cambodia	D-3350 Calgary, AB	D-5360 Water and Sanitation	\$52,675	\$134,025
Scholarship	Evening Downtown Boston, MA	D-7730 D-2660	Disease Prevention and Treatment	\$36,000	\$74,000
Scholarship		D-1090	D-5550 Disease Prevention and Treatment	\$15,000	\$30,000
Scholarship	Englewood, NJ	D-7490 D-2570	Economic/Community Development	\$15,000	\$48,800
Scholarship	Hanover, NH	D-7850 Kokura Chuo	D-2700 Disease Prevention and Treatment	\$15,000	\$30,000
Fighting Dengue Fever	Solo Kartini, Indonesia	D-3420 Westport, CT	D-7980 Disease Prevention and Treatment	\$27,375	\$70,725
Scholarship	Cambridge, MA	D-7930 Sae-Cheonan	D-3620 Economic/Community Development	\$51,870	\$105,610
Hospital improvements	Muzalfarnagar Mid-Town, India	D-3100 Calgary Centennial, AB	D-5360 Maternal and Child Health	\$25,750	\$70,350
Scholarship	Wall Street NY	D-7230 Paris-La Defense	D-1660 Economic/Community Development	\$15,500	\$72,024
Scholarship	Philadelphia, PA	D-7450 Tokyo Hino	D-2750 Disease Prevention and Treatment	\$15,000	\$30,000
Scholarship		D-7230 D-2520	Economic/Community Development	\$15,000	\$30,000
Scholarship	Brighton & Hove South Downes, England	D-1250	D-7040 Economic/Community Development	\$15,000	\$38,509
Scholarship	Oxford Spires, England	D-1090	D-7070 Economic/Community Development	\$15,250	\$30,500
Literacy Alive!	San Ignacio, Belize	D-4250 Red Deer, AB	D-5360 Basic Education and Literacy	\$26,000	\$63,000
Scholarship		D-1470	D-5360 Disease Prevention and Treatment	\$15,000	\$49,071
Scholarship	Eastwick/Philadelphia Int'l Airport, PA	D-7450 D-2750	Economic/Community Development	\$15,000	\$30,000
Scholarship		D-1130	D-7930 Disease Prevention and Treatment	\$15,000	\$30,000
Scholarship	Evening Boston Downtown	D-7930 Perpignan, France	D-1700 Disease Prevention and Treatment	\$15,000	\$30,678
Women's empowerment	Shimoga, Japan	D-3180 West Springfield, MA	D-7890 Economic/Community Development	\$17,500	\$42,500
Mobilizing Project	Konyama West, Japan	D-2530 Englewood, NJ	D-7490 Disease Prevention and Treatment	\$14,950	\$31,850
Taehoon Improvements	Cambridge, MA	D-7930 Shi-Heung, Taiwan	D-3690 Economic/Community Development	\$25,000	\$51,000
Scholarship		D-1080	D-5550 Disease Prevention and Treatment	\$15,000	\$30,000
Rural Development	Bafoussam, Camaroon	D-9150 Wiarton, ON	D-6330 Basic Education and Literacy	\$16,668	\$38,928
Village Adoption	Bombay Mid=City, India	D-3140 Vancouver-Arbutus, BC	D-5040 Disease Prevention and Treatment	\$17,250	\$39,250
Scholarship	Medford, MA	D-7930 D-1950	Peace and Conflict Resolution	\$15,000	\$30,000
Care for children -Mali		D-9101	D-7910 Disease Prevention and Treatment	\$15,000	\$35,000
VTT	Makati West, Philippines	D-3830	D-7500 Disease Prevention and Treatment	\$28,000	\$64,000
VTT		D-5040 D-2225	Economic Community Development	Endowed Gift	\$60,000
Rebuilding villages	Tandjouare-Dapaong, Togo	D-9102	D-7930 Water and Sanitation	\$15,150	\$35,450
Scholarship		D-7930 D-7930	Peace and Conflict Resolution	\$15,000	\$30,000
Water systems	Kumbo, Cameroon	D-9150 Thombury and Clarksburg, ON	D-6330 Water and Sanitation	\$18,498	\$43,198

What Is Your Club Known For?



One of my most favorite Rotary activities is to visit clubs that are new to me. I frequently walk in, introduce myself to a member, and ask them to tell me about one of their club's projects.

All too frequently, what follows is a description of the club's Auction or Golf Tourney or Pizza Bowl — a fundraiser, but not a service project — which is, after all, the reason Rotary exists.

If club members, when asked to share something about their club, immediately focus on how the club raises money and ignore the service aspects of what we do, how is Rotary to share the good word of our successes? How are we to engage potential members if we stress the *how* of what we do, but not the *why* or the *what*?

Rotary leadership training programs often describe the importance of the "elevator speech," the opportunity to condense the essence of our Rotary experience into a few sound bites when we have an opportunity to explain Rotary to a stranger.

As leaders in this movement, it is critical that we spread the word to club members that, when given the opportunity to talk about Rotary, they should be sure to include how their local club supports a scholarship fund or food pantry or home heating oil fund. How Rotary is ridding the world of a crippling disease. How Rotary is making a difference on the ground through our humanitarian grants.

And only when the follow-up question comes, "how do Rotary members find the money to do all this?" should we talk about the Wine Auction or the Polar Bear Plunge.

—Marty Helman

Public Image



Signature Projects Deliver Significant Benefits

By Rotary Zone Coordinator Gayle Knepper

Many clubs are looking for ways to become involved in a new area of service — in other words, a new project — to meet changing needs of their communities, re-motivate members and stimulate involvement from non-Rotarians. If this describes your club, now may be the time to consider a signature project.

A signature project is a significant service initiative, one for which a club is clearly recognized in the community and that differentiates it from other organizations.

Small projects, while worthwhile, are difficult to leverage into lasting community impact and awareness. A major project, on the other hand, creates a "signature" for the club, one which establishes public recognition that Rotary is a dynamic, action-oriented service organization and one in which others want to get involved.

Signature projects can range from the purchase and staffing of a Rotary bookmobile traveling throughout the city to an annual regional marathon that raises funds to support homeless teens.

Attributes of a signature project include substantial size, scope and duration: it continues or repeats regularly for a number of years. It integrates most functional areas of a club, all or nearly of its members (many clubs have a goal of 100% member involvement) and engages outside partners and community members. It usually addresses a significant and recognized need.

The benefits? In addition to providing service in response to an important community concern, it increases visibility of the club, attracts new funding sources, increases hands-on service by members, motivates non-Rotarians to become engaged and often provides an opportunity for a Foundation grant. All accomplished by a single project.

A signature project requires careful advance planning due to its size and impact, but the results of a signature project for the community and the club are well worth the commitment.

One remarkable example of a significant signature project in Zone 24 is "Rotary Park," developed by the Novosibirsk Initiative club (District 2225). Although still under construction, the nearly \$500,000 project to serve handicapped children is already delivering benefits to the community and to Rotary, and supported an increase in club size of nearly 90% since 2012.

[Read the full story.](#)

If your club is considering a signature project, contact the Rotary Coordinator in your region to discuss steps to get started or check the Signature Project resources page at www.GreatIdeasToShare.com.





Be Sure to Pack a Young Professional!

International RYLA is Rotary's global leadership training event that connects more than 100 young leaders with Rotarian mentors worldwide.

International RYLArians get the chance to look at old challenges in bold new ways and return home with the skills and connections they need to mobilize others and make a difference in their community. To learn more, visit the [International RYLA](http://www.internationalryla.org) website or email ryla@rotary.org.

International RYLA runs just prior to the Convention from May 26-29. Then the experience continues as participants join the Rotaract Pre-convention and the Rotary International Convention. Registration includes entry to all three events.

This intense leadership training event is open to young people ages 19-30. Invite young professionals in your community, Rotaractors, and former participants in Interact, Youth Exchange, and RYLA. New this year: youthful Rotarians can also apply. They must be between the ages of 19 and 30 as of May 26.

Application deadline: January 17.

The Rotary District or club that sponsors the RYLArian is expected to provide round-trip transportation to Sydney plus registration for the event. The applicant takes care of personal expenses.

Find complete information in the [International RYLA Fact Sheet](#) and register using the [online International RYLA application](#).

International Convention



“Down Under” is the Place to Be for the 2014 Convention!

By PDG George Camp

Sign up now for this year's Rotary International Convention, to be held June 1-4.

Sydney is one of the most beautiful and vibrant cities in the world! Its robust natural surroundings and gleaming harbor make it a bucket-list destination. With the dramatic silhouette of the Sydney Opera House, the arch of the Sydney Harbour Bridge, a plethora of shopping outlets, delicious waterfront dining, and buzzing nightlife, the city will leave you awe-struck.

While you're in Australia, make plans to visit other memorable destinations, including the Great Barrier Reef, Great Ocean Road, Adelaide, Perth ... and more!

The Rotary International Convention will be held at a place familiar to many of us as the sight of the 2000 Summer Olympics. The facilities provide ample space for an extra-large House of Friendship, all-wifi-compatible. But hurry! Early-bird registration will remain open until Jan.15, no longer!

Free public transportation, starting three days before and ending one day after the Convention, will make it easy for Rotarians to enjoy every corner of magnificent Sydney, nearby beaches, Hunter Valley wine country, and the majestic Blue Mountains.

Don't overlook the Zone-24-32 Beyond Borders Event. You'll enjoy cocktails and a generous array of hors d'oeuvres (you might even want to skip dinner afterward!). The Beyond Borders Event will take place Sunday, June 1 from 7-9 p.m. at L'Aqua, overlooking Darling Harbor. On the terrace, you'll enjoy seeing the "Vivid Sydney" light show that will run each night during the convention. [Click here for tickets](#).

Know Before You Go

Registration Info:

<http://www.riconvention.org/en/2014/Pages/ridefault.aspx>

Zone Website Info and Beyond Borders event registration:

<http://www.zones28-29.org/sydney-ri-convention-information/>

Host Committee: <http://www.rotary14.com.au> and <http://www.facebook.com/ricon14>

Tourism info: <http://www.australia.com>

Sampling of "Vivid Sydney":

<http://www.youtube.com/watch?v=IdQitfgPNQo>

Calendar of Events

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 — 2014 Rotary International Convention, Sydney, Australia. FMI and to register: www.riconvention.org

Sunday, June 1 — Zone 24-32 Beyond Borders Event. Cocktails and hors d'oeuvres from 7-9 p.m. at L'Aqua, overlooking Darling Harbor. [Ticket purchase on the Zones website](#)

October-November — Fall semester, Rotary Leadership Institute. For dates and locations and to register, go to www.rotaryleadershipinstitute.org

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

June 5-8, 2015 — Rotary International Convention in Sao Paulo, Brazil.

May 29-June 1, 2016 — Rotary International Convention in Seoul, South Korea.



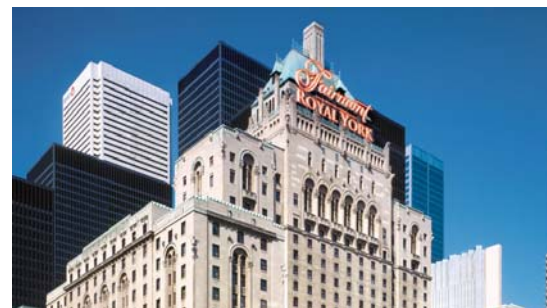
Zone Institute



It's That Time of Year! Think 2014 Zone Institute

By Director-elect Julia Phelps

For many, the month of January is a bit slower, but not for Rotarians! We are definitely looking toward the start of a new year; a year that kicks off **BIG TIME** with the International Assembly for District Governors-elect in San Diego. President-elect Gary C.K. Huang will share the theme for 2014-15 and before you know it we'll be thinking and planning for the 2014-15 Rotary year. That's the year when we will have our Zone Institute in Toronto, Canada.



John Stairs, Chair for the 2014 Zone 24/32 Institute (he's the one shown above in the funny hat) and I have been thinking about this Institute for almost a year now. John and Carol joined Steve and me for a weekend in Toronto as we toured various hotels and thought about the Institute. We have started our planning and in the next few months will be asking many of you for your ideas and thoughts. Our goal is to involve as many of you as possible and to develop an Institute that is chock-full of information, fun and fellowship.

We will be meeting at the historic Royal York Fairmont Hotel in downtown Toronto. Here are three interesting facts about the Royal York:

- ◆ The Rotary Club of Toronto is their oldest customer.
- ◆ The hotel has the largest kitchen in Toronto.
- ◆ The movie, "Take the Lead," with Antonio Banderas was filmed in one of the ballrooms in which we will be meeting!

You can register **NOW** for the Institute and reserve your room at the hotel by going to the Zone 24 / 32 website. Just click on the **Reflections on Rotary** logo to get the latest information.

And as program information becomes available we will post it on the website. We hope to see all of you in Canada in October 2014!



Making a Difference in Philippines Relief

District 7080 (Ontario) and Woodstock-Oxford Rotarians have been coordinating and donating to the Philippine Disaster Relief efforts. With the help of PDGs Ian Ferguson and Doug Vincent, over \$65,000 has been raised so far. In addition to Rotary efforts, local Filipino community groups have held fundraising events.

“I have been in the affected area of D3860 and know many of the Rotarians there,” Doug said. Personal contact really helps in determining who to work with to send the support. “Having travelled to the Philippines for almost 20 years, I can speak with experience and confidence, which really makes local donors and clubs feel comfortable about giving.

“One of the factors during a disaster like this is the confidence a donor has in both the legitimacy of the need and whether the funds will get to the people who need the help,” he said. “We’ve been sending the funds in installments, then expecting our Filipino friends to return photos and detailed reports of how our funds are being spent.”

Discussions are underway to plan a substantial Global Grant. Clubs across our two Zones have donated with this expectation. One focus of the grant will be to assist fishermen to rebuild or purchase replacement boats so they can return to work.

“We want to thank all of the Canadian clubs and individuals who have donated, plus those from New York and New Jersey and beyond. If Districts have DDF available, that would be most welcome for the proposed grant,” Doug said.

Case Study in Service



New England Rotarians Brings Christmas to Lac Megantic

By Immediate Past District Governor Marty Helman

Lac Megantic in southern Quebec made headlines for all the wrong reasons last July when a train filled with crude oil derailed in the town’s central business district. The resulting fire destroyed the town’s economic base, killed 47, and 24 children lost one or both parents. In the wake of the disaster, D-7780 Rotarians across the border in southern Maine and coastal New Hampshire geared up to help.

Six Rotarians — including several with French Canadian roots and bilingual capabilities — drove to the stricken area in October for a needs assessment. Lac Megantic’s Rotary club had dissolved a decade ago, but the American Rotarians explained their mission to the local fire chief and Salvation Army representative.

As a result of that fact-finding trip, Gov. Carolyn Johnson asked clubs for donations, and \$25,000 was quickly raised. U.S. Senator Angus King and RID Bryn were both quite helpful in dealing with the logistics of transporting merchandise across the border, and on an early December weekend, despite a nor’easter in the forecast, 17



7780 Rotarians and family members — led by Gov. Carolyn and her husband PDG Peter — made the five-hour trip to Lac Megantic to create a brighter Christmas.

Rotarians distributed teddy bears to each of the 600 elementary school kids in town. They provided \$6000 to restock the local food pantry plus Christmas baskets for 13 families wiped out by the fire. And Rotarians purchased hundreds of gifts and toys and set up a “Christmas Bazaar” so that the parents of 400 children impacted by the fire could select five items per child to place under their family Christmas trees.

Many of the gifts were purchased in the U.S., where the 7780 Rotarians were able to obtain deep discounts. Mattel, especially, was quite generous. But to give Lac Megantic’s economy a boost, \$10,000 was set aside to purchase locally. This act did not go unnoticed: In one store, the manager not only offered a 15 percent discount, he also got on the loudspeaker and told all the shoppers who the Americans were and why they were purchasing in bulk. The shoppers immediately broke into applause.

The Lac Megantic adventure garnered a record amount of publicity both in English and French, and was reported as far away as Montreal as well as in District 7780 communities in New England.

Already, Gov. Carolyn is planning a return trip to Lac Megantic next summer, perhaps to host a community picnic. Her hope is that a Lac Megantic Rotary Club can be restarted as a result of this project. Meanwhile, District 7790, the home district of the southern Quebec town, is developing a Global Grant to help the stricken area rebuild.

And about that nor’easter: It complicated travel, but didn’t dampen Rotary spirits!



Is Santa Claus a Rotarian?

We all know that the spirit of the Season is the spirit of Rotary.

Santa Claus, especially, is dedicated to improving the lives of children. He is committed to bringing happiness to youngsters of all ages around the world, no matter their race, creed or ethnicity.

He distributes thousands of books to children which helps promote literacy and he gives gifts that stimulate young minds to achieve their full potential. He volunteers as a mentor, spending countless hours listening to children's secret wishes.

This much we know. But it takes our own PDG Chris Offer, with 30 years of police experience, to ferret out the truth about Santa's classification and club membership. Chris writes:

"Is Santa a Rotarian? I've looked closely at the photos, and there is no indication of a Rotary pin on his jacket, but I like to think that it is concealed under all that fur trim.

"Santa needs a home club. The Rotary Club of North Pole is in District 5010, Alaska. This is odd, since everyone knows the North Pole is in Canada, but in any event, we know that Santa is a member in Zone 24!

"Santa also needs a classification. Santa does a myriad things, so there are infinite possibilities: Toys-Export or perhaps Toys-Manufacturing, Reindeer-Teamster, Counsellor Pre-Adolescent Behaviour, or maybe even Elf Labor Relations."

Chris concludes: "The evidence is clear: Santa Claus is a Rotarian, and he makes good use of his vocational expertise. And, he is a member in Zone 24! I just hope he visits my club this year!"

Case Study in Service



A Gift of Christmas Hope

By Maureen McManus, Rotary Club of High River

In the days leading up to June 20, 2013, Alberta underwent a torrential rainfall that triggered catastrophic flooding. Total damage estimates exceeded \$5 billion and the flooding ranks as the costliest natural disaster in Canadian history.

Thanks to an inspiring idea and the support of District 5360 Governor Pat Killoran, the Rotary Club of High River hosted a Christmas celebration in mid-December for those residents who continue to suffer from the effects of the flooding — locally, around 2000 residents are still displaced, many living in temporary shelters. The Gift of Hope project included a Christmas lunch for 350 parents and children, showcasing music, face painting, gifts and a visit from Santa Claus. This was followed by a wonderful dinner sponsored by Cargill, prepared by the Rotary Club of Calgary and served by Rotarians from at least a dozen other area clubs. What a great display of the Family of Rotary supporting each other!

The evening inspirational concert for 400 adults was headlined by Canadian actor-singer Tom Jackson and his Huron Carole ensemble, including High River's country music star, George Canyon. Both entertainers warmed the hearts of guests by stressing the criticality of sharing love this holiday season.

The Gift of Hope brought comfort and joy to all the guests, some of whom have not been to a social event since the floods in June. The objective was to lift spirits at this important time of year and the success was evident on people's faces and in the conversations.

Club president Harry Riva-Cambrin summed up the results: "No one anticipated the impact this event would have in the community. People cried, and one individual said it had renewed his faith. This is the most impactful event Rotary has ever put on in High River and an example of what can be done when we work together as a District."

One guest showed her appreciation with the words, "Thank you for the Rotary-sponsored concert. It meant so much to me to be included among so many wonderful friends." Another said, "We felt really blessed to be invited."

The Gift of Hope events would not have been possible without donations from numerous Rotary Clubs, corporate sponsors and individuals along with the numerous Rotary volunteers from clubs near and far. Also assisting at the dinner was a Rotary exchange student from Finland, Interact members from Calgary high schools and the Rotaract Club from the University of Lethbridge. Truly, the whole family of Rotary was at work!

There are many chapters in this flood story but during this Christmas season it is the Gift of Hope that needs to be shared. The Rotary spirit will continue to bring hope in 2014, as Rotary clubs throughout the area reach out to their neighbors in need.

