



# Rotary International Zones 24-32

*Beyond Borders*



• Bermuda • Canada • France • Russia • United States



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**Zone 24:** Canada,  
Alaska and parts of northern U.S.,  
Russia (east of the Urals),  
St. Pierre and Miquelon

**Zone 32:** Bermuda,  
Northeastern United States

[www.rotaryzones24-32.org](http://www.rotaryzones24-32.org)  
Facebook: Rotary Zones 24 and 32  
<http://greatideastoshare.com>  
<http://zoneinstitute.net/>

January 2015



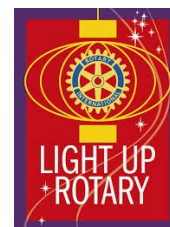
## Happy New Year and Rotary Resolutions

For many of us around the world, this is the time of year when we think about new beginnings; we reflect and take stock of the last 365 days, and we plan for the next 365. We make resolutions, plans, and promises and recommit ourselves to the things that we know are good for us! As I look back on the resolutions I set for myself last year at this time, I did pretty well, with the exception of the "exercise more" and "lose a few pounds." Thank goodness I did better with my Rotary Resolutions.

January, in the Rotary world, is also a time of new beginnings and transition. It's the time of the year when District Governors-elect travel to San Diego to complete their preparation to become Governor on July 1. We already know that our jackets are navy blue and that the tie / scarf is paisley, but in January we will learn President-elect Ravi's theme and we will recommit to *eradicating polio and increasing our membership*.

So as I make resolutions for 2015, I'm going to recommit, set and share my Rotary Resolutions with you. These include:

- ◆ Sponsor two new members into Rotary,
- ◆ Increase my personal giving to the Rotary Foundation by 50%,
- ◆ Make an additional contribution to Polio Plus,
- ◆ Communicate with DGs at least once a month,
- ◆ Continue to visit Districts in Zones 24/32.



January, halfway through the Rotary year, is also a great time for DGs, DRFCs, Membership Committees and others to take stock and see how their District is progressing toward its goals. How is the District doing with chartering a new Rotary Club? How are clubs doing with increasing membership by net +1? How many club leaders have entered their club goals and projects into Rotary Club Central? How are you supporting club leaders to get this accomplished? How are you progressing on achieving your Foundation giving goals? Have you planned and implemented a Rotary Day in your District? If not, what can you do in the next six months to make a Rotary Day happen?

As I told all of the 2013-14 District Governors last January, *"they would never be up the Rotary Creek without a paddle."* The good news is that we all have more than a symbolic paddle; every Rotary leader has resources to draw upon. Our Zones are so fortunate to have well qualified and committed Rotary Coordinators (RCs), Rotary Public Image Coordinators (RPICs), Regional Rotary Foundation Chairs (RRFCs), and Endowment, Major Gift Advisors (EMGAs) and all of their assistants to help. Please call upon them for assistance.

I want to encourage everyone to stop for a moment, reflect on your progress to date and then make a New Year's Rotary Resolution to meet your goals. We have six months left in this Rotary year, plenty of time to make a difference and **Light Up Rotary**. *Let's do it and make this a very Happy New Year.*

— Julia

### Rethinking the Rotary Solution

By Dennis Dinsmore, Zone 24 East Regional Rotary Foundation Coordinator

*Last month we looked at the challenges associated with transitioning from the old Matching Grants to the new Global Grants. This month, we focus on three specific areas where change was deemed critical. And next month we will examine how a Matching Grant project in Avoidable Blindness made the successful transition from the “old” Foundation to new.*

Three concerns about the old Matching Grant system propelled the change to the new Global Grant solution. They were:

#### Process vs. Outcome

Old grants were shopping lists; the old thinking was “deliver a bunch of free stuff to a community and their lives will be transformed.” The new grants start with a critical decision, “which of the six areas of focus will be positively impacted by the project?” The Foundation then goes on to challenge the applicant to demonstrate how the project will indeed fulfill that need. Everything that follows in the grant application must then support the premise that the host community’s need will be met by the project. Rotary doesn’t care so much about the route being taken; it is more interested in the destination.

#### Determining Community Need

Many of Rotary’s past failures in global projects resulted from a lack of involvement on the part of the local community. Too frequently, the local community had projects imposed upon it by well-meaning North Americans who had not thought how the benefit would be maintained when Rotary went away. The community frequently had no feeling of ownership in the project. Today, new projects start with a community needs assessment.

We are aware of one situation where an NGO wished to improve education in a village in Tanzania. The NGO research showed that many girls were not attending school regularly, and Rotary was asked to improve school quality supplying school materials, desks, chairs, books, etc. The assumption was that if the school could be improved, attendance would improve. Before the grant was written, an experienced Rotarian discussed the situation with the village elders. He discovered that the reason kids did not attend school was that many girls were responsible for walking several kilometers every day to fetch water from a river. This left little time for school. The end result was that Rotary, instead of supplying school goods, funded and helped with the construction of a rainwater harvesting system at the school. School attendance went up, infections from intestinal parasites went down and today, 10 years later, the water system is still going strong and the school is full.



#### Showing Sustainability

Sustainability is demonstrable if the applicant properly defines the purpose of the project based on desired outcome and supports it with a well-performed needs assessment.

Suppose a Rotary club wants to do an educational project in a developing nation. The one-time Matching Grant application may have comprised lists of materials including desks, chairs and chalkboards. The new Global Grant system asks us to define the desired outcome, which is better education for the children. The Global Grant application would start with a statement that the project was designed to raise the literacy level of children by a specific rate. The needs assessment would back up the premise that the host community

views child literacy as a critical issue and include data on local literacy rates. This outcome-orientated approach then sets up the sustainability argument.

In summation, our Foundation, entrusted with stewardship of *our* donations, challenges us as the grant applicants to demonstrate how the outcome of the investment will be sustained after the grant is closed. Since in this case the literacy rate is to be increased, it clearly starts with availability and training of good teachers. Text books in the local language are important, new desks and chairs are nice to have but teachers are essential. If the grant application can show that it addresses teacher training and availability on a local level, the grant will be seen as sustainable. Perhaps an in-country university could agree to train teachers or a Vocational Training Team of educators from the international partner could be included as part of the grant. Meeting the sustainability requirement becomes straightforward once the overriding focus of the grant is identified.

## District 2225

### *Gives the Gift of Giving*

Rotary kicked off the holiday season by participating in #GivingTuesday on December 2. RI President Gary Huang pledged to send a special video message to the club and District that made the most individual online gifts to the Annual Giving fund of The Rotary Foundation on that day.

We are delighted to recognize our own District 2225 in snowy Siberia, which proved to be the top giving District that day.

Rotarians throughout District 2225 made 70 separate contributions, the most of any individual District around the world. This is a fantastic achievement to help bring awareness of the good Rotary does for communities around the world. It also helped Rotary reach a record 3 million people on social media who saw messages about Rotary through this campaign.

President Gary Huang's message is set to be filmed and delivered early in January.

Meanwhile, District 2225's leadership and support of The Rotary Foundation is an achievement worth celebrating in every language.

Congratulations to Governor Mikhail Batkhan and the entire District 2225 team.

### Поздравляем!

### *Service Award for A Polio-Free World*



Most recent winners of the prestigious award from our two Zones are:

**Catherine E. Crawford**  
District 7300, Mars, PA.

**David B. Weaver**  
District 5030, Seattle, WA

**Sadashiv V. Koushik**  
District 6400, Lasalle, ON

Thank you for your great work!

## Foundation Case Study

### Introducing Neo-Natal Babies to the World

By Past President Ron Goodenow

Imagine having a newborn placed in a neo-natal intensive care unit. You and your family are traveling — or maybe you live nearby but can't, after all, spend every waking hour in the hospital. How can you watch your baby's progress and growth? If your child is in the Neo-Natal Intensive Care Unit of the University of Massachusetts Memorial Children's Medical Center in Worcester, MA, you are in luck — thanks to Rotarians throughout District 7910.

When Roy Balfour, then District 7910's Foundation Chair, learned in 2012 that a pilot project to set up six web cameras and connect cribs to the world outside had come to an end, the NICView (now the NICU Webcams) project was born. He swung into action and brought Rotary Clubs in his district on board to develop the plans and relationships that have resulted in 43 new web cameras, bringing the total number of cribs online up to 49. Parents were thrilled.



Camera (white box in photo) is one of 49 set up at U Mass neo-natal unit cribs.

Roy's strategy was a very comprehensive one. It included bringing onboard 13 Rotary and one Rotaract clubs to obtain cameras. In some cases clubs obtained matching support from the Rotary Foundation, a perfect example of the Rotary Foundation Grant system at work in our own backyard! Roy and his team focused heavily on having donors recognize what the cameras were, how they worked, and what this all meant both for the hospital and families and Rotary itself.

Roy didn't stop there: Eight community organizations also donated, including a number of banks and a healthcare insurer. These organizations provided both dollars for cameras and energy for the project. The final proof is that this hands on effort resulted in the 49 UMass cameras having had at least 24,000 logins from family members throughout Massachusetts and across 43 states, 30 countries, and spanning five continents.

Key to success has been a web home page built to include updates, presentations, testimonies, and guides to program development. Check it out: <http://nicviewrotary.org>. A number of local television programs were produced and there were many successful outreaches to the media. Dr. Alan Picarillo, who directs the neo-natal intensive care unit and is assistant professor at the UMass Medical School, along with teams of supporting Rotarians, complemented all this with many visits to local Rotary clubs.

"It's so hard for parents to leave their newborn at the hospital, in the care of virtual strangers," said Dr. Picarillo. "If there's anything we can do to help families feel more comfortable, we want to do so." And while nothing will ever replace the presence of parents, technology like this can help continue the bonding process when they can't be there for what is an average stay of three weeks.

The project was of great help to Rotary itself. Not only were clubs energized to work together and improve relations with their communities, but the project also led to membership gains. And, clubs in Connecticut and Massachusetts are looking for new projects that they can accomplish together.

Learn more by visiting the [NICU webcams website](http://NICUwebcams.org). Contact Roy Balfour at [Romart@aol.com](mailto:Romart@aol.com), or web editor Ron Goodenow at [Ron.Goodenow@gmail.com](mailto:Ron.Goodenow@gmail.com).





Toni McAndrew pins Steve Ucko of the Yorktown RC as 7230's newest Paul Harris Society member while Governor David DiMonte and DRFC Janet DiBenedetto look on.

## Paul Harris Society Grows in 7230

We initiated a District Paul Harris Society in 2005-06 with six members. Over the years it had grown to 12 members and, as in many other Districts, that is where it stayed.

At the beginning of this Rotary year we discussed a strategy on how to build the Paul Harris Society in the District.

Evanston provided a list of those givers who were already PHS eligible. That gave us a start — but we also had our own list of possible donors who we knew were believers in The Rotary Foundation and what it does.

District PHS Chair Amir Asadi and I took people to lunch to ask them to be a part of the PHS. Most were unaware of the program and were happy to join. We also told them about Rotary Direct, as this is an easy way for many of them to contribute.

This past November, we celebrated with a Recognition Luncheon to thank those who have made the commitment to the Rotary Foundation. RRFC Toni McAndrew joined us to present PHS tabs to the new members. Already, we are seeing that the tabs have increased interest in the program.

As of December 1, we reached a level of 34 Paul Harris Society members, and excitement about the program is only increasing!

—District 7230 Foundation Chair  
Janet DiBenedetto



## Foundation Facts

### Paul Harris Society Promotes Generous Giving

By PDG Marty Peak Helman

The Paul Harris Society recognizes Rotary members and friends of The Rotary Foundation who pledge to give US\$1,000 or more each year to the Annual Fund, PolioPlus, or approved Global Grants. (Gifts to the endowment are not included.) The purpose of the Paul Harris Society is to honor and thank individuals for the generosity of their annual support to The Rotary Foundation — and to encourage them to continue giving at this level.

Think about it: Fewer than 3 percent of Rotarians contribute at or above the level of US\$1000 per annum, yet those gifts represent over 35 percent of contributions to the Foundation's Annual Fund. Clearly, we need to promote — and thank — those givers who can and do give at this level.

The Paul Harris Society was created in 1999 in District 5340. Decision-makers in the District reasoned that giving \$1000 annually to the Foundation was not possible for every Rotarian, but that many could be encouraged to contribute at this level or above. They created the Paul Harris Society program to encourage and recognize these donors. The idea gained momentum and has spread throughout the Rotary world.

The Paul Harris Society became an official recognition program of The Rotary Foundation in July 2013.

The simplest way to join the Paul Harris Society is to complete the [flier](#) that formalizes your pledge of \$1000 per annum and send it to The Rotary Foundation. District leadership can ask for a list of those members and friends in their District who have joined the Society by emailing: [annualfund@rotary.org](mailto:annualfund@rotary.org).

You can also automatically join the Paul Harris Society by enrolling in Rotary Direct, Rotary's recurring giving program, at a level of US\$1000 or more (\$20 per week, \$85 per month, or \$250 quarterly). Rotary Direct allows The Rotary Foundation to process a recurring contribution by charging a credit or debit card at the amount and frequency that is most convenient for you.

And you can enroll online while preserving local tax benefits. A Canadian Rotarian, for example, can donate via [rotary.org](http://rotary.org) in Canadian dollars and receive a tax receipt from the Canadian Associate Foundation.

Rotary Districts are invited to honor new members of the Paul Harris Society by creating certificates for them and presenting them with their insignia at a District or Club event in a way that is appropriate and comfortable in each District. The PHS insignia — a tab — can be worn with pride behind a Paul Harris Fellow, Major Donor, Bequest Society, or other Foundation giving pin.

District leaders can order insignia from The Rotary Foundation at no cost by emailing [annualfund@rotary.org](mailto:annualfund@rotary.org).





## *A Home of Their Own*

The Boothbay Harbor Rotary Club, a 60-plus-member club in coastal Maine without endowment or deep pockets, has built itself a new clubhouse.

Only a handful of clubs in North America own their own meeting space, and with good reason: Clubs have enough to do without taking on the burdens of property maintenance and management. But Boothbay Harbor, a seasonal community with few public buildings insulated against the winter, had no place to meet until it built out its first clubhouse in the post-war period.

That building, alas, proved too cramped for today's membership. The building had a footprint too small for expansion and was no longer up to code. So after several years of consideration and planning, the club sold the old building and has built a new facility on the edge of town, which opened last month on, coincidentally, the club's 75th anniversary. The new space offers a commercial kitchen and room to seat 100 at dinner.

Maintaining a building has always been expensive: The club's dues are about twice that of neighboring clubs. However, meal costs are commensurately low at \$10 for dinner. The club hires a chef on contract basis and does its own waitering; guests add only to the grocery bill.

As a result, over the years the club's community service has included annual Appreciation Dinners for local seniors who embody the idea of service; to all local high school graduates; to all community first responders, and to all veterans and active-duty personnel.

Today, the club foresees that the new Rotary Clubhouse will provide value by serving the community as a venue for local non-profit meetings and events.

## *Membership Matters*

### Looking for New Funding Sources? Try IdeaPlatform!

*By Gayle Knepper, Zone 24West Rotary Coordinator*

Rotarians, raise your hand if you:

- ◆ Are an avid follower of KickStarter or similar crowdfunding sites
- ◆ Have donated via crowdfunding to support a business idea
- ◆ Have used IdeaPlatform, Rotary's crowdfunding tool
- ◆ Have heard the term, *crowdfunding*, but not sure it has a connection to you



What is crowdfunding? David Drake, an early-stage equity expert described crowdfunding as "the practice of raising funds from two or more people over the Internet towards a common Service, Project, Product, Investment, Cause and Experience (SPPICE)". Recognition of crowdfunding as a fundraising vehicle exploded with the emergence of KickStarter in 2009. It is now being used to raise money for almost anything. *Forbes* magazine reported that crowdfunding grew to over \$US5.1 billion worldwide in 2013, and the UK-based *The Crowdfunding Centre* released data from March 2014 showing more than \$US60,000 was raised on an hourly basis through crowdfunding campaigns.

Rotary clubs are also using crowdfunding to let the world know about their projects, connect with others to ask for support and raise funds, both from Rotarians and non-Rotarians. One method is Rotary's IdeaPlatform, launched in August 2013. This tool works similarly to major crowdfunding sites with one important difference: It focuses exclusively on Rotary projects. IdeaPlatform not only finds funds — it is ideal for clubs and Districts seeking projects to support: monetarily and with in-kind donations or hands-on work. In the past, it was necessary to ask for Rotary's help to make these connections, often requiring multiple emails and phone calls, or to utilize ProjectLink. Clubs can now fully take charge of developing their own support.

Another way that IdeaPlatform contrasts significantly with other sites is that it emphasizes personal connections and engagement as an important complement to funding. Perhaps it could be said that IdeaPlatform forms partnerships around passions.

By this time, you're asking, "How can I find IdeaPlatform?" There are two ways.

"Public" access is at [ideas.rotary.org](http://ideas.rotary.org). As it is a tool to promote a project to others, add this address to the project's description when asking for support. A visitor can log on to see full project details via a Facebook or Google account. For Rotarians, all project tools on [rotary.org](http://rotary.org) will be integrated by logging in with MyRotary credentials.

Once you log onto MyRotary, go to the bottom section of the page and click:

- Take Action
- Develop Projects
- Tools
- Rotary Ideas



On this page, you'll see the full cadre of Rotary's integrated online tools to start a discussion for project planning, engage others to find resources, apply for grants, track a project's progress and publicize work through distribution to 300 social media sites. Take a few minutes today and browse the IdeaPlatform to see the benefits it brings to your District's projects and partnerships.

*Want to know more about using IdeaPlatform most effectively? Contact your Zone's Rotary Coordinator for help or watch this short video that gives tips to maximize IdeaPlatform outcomes: <https://vimeo.com/84975430>*

## Membership Growth Comparison — 2012 to 2014 YTD

District	July 1, 2012 *	2013-14		2014-15			Cumulative Total	
		July 1 2013*	Jun 30 2014**	Dec 17 2014***	# Change	% Change	# Change	% Change
					June 30 to Dec 17		July 2012 to Dec 2014	
2225	489	469	500	486	-14	-2.80%	-3	-0.61%
5010	1774	1734	1736	1730	-6	-0.35%	-44	-2.48%
5040	1524	1514	1503	1515	12	0.80%	-9	-0.59%
5050	2744	2604	2658	2637	-21	-0.79%	-107	-3.90%
5060	2712	2662	2629	2655	26	0.99%	-57	-2.10%
5360	2159	2038	2003	1978	-25	-1.25%	-181	-8.38%
5370	2249	2265	2279	2266	-13	-0.57%	17	0.76%
5550	1606	1584	1523	1546	23	1.51%	-60	-3.74%
<b>Total Zone 24W</b>	<b>15,257</b>	<b>14,870</b>	<b>14,831</b>	<b>14,813</b>	<b>-18</b>	<b>-0.12%</b>	<b>-444</b>	<b>-2.91%</b>
6330	1943	1857	1827	1822	-5	0.27%	-121	-6.23%
7010	1580	1554	1582	1578	-4	-0.25%	-2	-0.13%
7040 ②	2075	1964	1922	1906	-16	-0.83%	-169	-8.14%
7070	2070	2026	2032	2055	23	1.13%	-15	-0.72%
7080	1783	1761	1724	1723	-1	-0.06%	-60	-3.37%
7090	2483	2403	2447	2386	-61	-2.49%	-97	-3.91%
7790 ②	1799	1761	1758	1763	5	0.28%	-36	-2.00%
7810	1233	1200	1187	1212	25	2.11%	-21	-1.70%
7820	1576	1591	1584	1565	-19	-1.20%	-11	0.70%
<b>Total Zone 24E</b>	<b>16,542</b>	<b>16,117</b>	<b>16,063</b>	<b>16,010</b>	<b>-53</b>	<b>-0.33%</b>	<b>-532</b>	<b>-3.22%</b>
7210	1727	1693	1675	1660	-15	-0.90%	-67	-3.88%
7230	1502	1404	1395	1339	-56	-4.01%	-163	-10.85%
7255 ①	1980	1799	1858	1878	20	1.08%	NA	NA
7390	2435	2344	2344	2377	33	1.41%	-58	-2.38%
7410	1033	1078	1069	1067	-2	-0.19%	34	3.29%
7430	1894	1837	1804	1787	-17	-0.94%	-107	-5.65%
7450	1607	1502	1525	1522	-3	-0.20%	-85	-5.29%
7470	1274	1223	1182	1190	8	0.68%	-84	-6.59%
7490	1256	1267	1283	1266	-17	-1.33%	10	0.80%
7500	1201	1194	1169	1161	-8	-0.68%	-40	-3.33%
7510	1165	1108	1097	1083	-14	-1.28%	-82	-7.04%
7640	1222	1160	1132	1102	-30	-2.65%	-120	-9.82%
7780 ②	1773	1641	1650	1654	4	0.24%	-119	-6.71%
7850	1604	1564	1579	1525	-54	-3.42%	-79	-4.93%
7870 ②	2281	2181	2141	2162	21	0.98%	-119	-5.22%
7890	2288	2227	2197	2150	-47	-2.14%	-138	-6.03%
7910	1475	1493	1599	1578	-21	-1.31%	103	6.98%
7930 ②	1916	1913	1967	1964	-3	-0.15%	48	2.51%
7950	2462	2357	2353	2351	-2	-0.08%	-111	-4.51%
7980	2362	2269	2238	2240	2	0.09%	-122	-5.17%
<b>Total Zone 32</b>	<b>34,457</b>	<b>33,254</b>	<b>33,257</b>	<b>33,056</b>	<b>-201</b>	<b>-0.60%</b>	<b>-1401</b>	<b>-4.07%</b>
<b>Total 24 &amp; 32</b>	<b>66,256</b>	<b>64,241</b>	<b>64,151</b>	<b>63,879</b>	<b>-272</b>	<b>-0.42%</b>	<b>-2377</b>	<b>-3.59%</b>

\*Based on July 1 SAR

\*\* Official year-end report from RI

\*\*\* RI report on Rotary Club Central

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

② Reflects transfer of one club from 7780 to 7930, transfer of two clubs from 7930 to 7870; transfer of one club from 7040 to 7790.

## Club Central Utilization—Membership Goals and Progress Indicators

### Club Central:

### A Tool to Increase Effectiveness

This issue introduces a new report showing club use of Rotary Club Central, highlighting membership indicators from the “My Club” section. The Rotary Foundation and Service components will be featured in upcoming months.

Why use Club Central? It combines the most critical elements that make up club vibrancy. Savvy club leaders can use it to set goals, make annual and long-range plans, assess progress and evaluate results using a single integrated approach.

It is also a vital tool to help you, as a district leader, increase the vibrancy of Rotary in your region. Club Central replaces several of the traditional planning and report forms. It makes it possible to easily see club goals and progress online and to quickly determine actions that may be needed to help increase the effectiveness of clubs.

This report shows participation as follows:

- Columns in **yellow**: The percent of clubs in each district that have set/entered goals for retaining members (overall and by member type).
- Column in **blue**: The percent of clubs that planned how to accomplish those goals by setting/entering achievement targets for engagement.
- Column in **green**: Clubs entering at least one update since the start of the Rotary year to report work accomplished and progress made.

As a reminder: All Districts in Zones 24 & 32 are asked to have:

- 100% of Foundation and membership data entered by 31 October.
- 60% of clubs providing updated data monthly through Rotary Club Central.

### How are your clubs progressing?

If you have questions on this report, need more information on Club Central or want to schedule training for your clubs, contact your Rotary Coordinator.

District	Retention			Engagement	YTD Progress
	Overall Retention	Existing Members	New Members	Average of 11 Indicators	Percent of Clubs
	Percent of Clubs with Goals			% Clubs w/ Goals	Actual Participation
2225	100.0	100.0	100.0	7.0	0.0
5010	75.5	73.0	60.0	65.2	11.5
5040	59.0	55.0	51.0	49.9	6.5
5050	53.0	53.0	47.0	43.5	4.6
5060	71.0	68.0	53.0	47.2	5.4
5360	100.0	100.0	25.0	18.5	2.7
5370	62.0	57.0	51.0	56.4	5.4
5550	47.0	47.0	38.0	37.3	2.5
<b>Average Zone 24W</b>	<b>70.9</b>	<b>69.1</b>	<b>53.1</b>	<b>40.6</b>	<b>4.8</b>
6330	82.0	72.0	82.0	40.0	6.0
7010	64.0	57.0	59.0	61.0	12.0
7040	64.0	57.0	64.0	56.0	7.0
7070	15.0	2.0	13.0	10.0	3.0
7080	78.0	76.0	78.0	42.0	7.0
7090	54.0	43.0	50.0	39.0	1.0
7790	54.0	44.0	52.0	42.0	5.0
7810	54.0	41.0	51.0	39.0	5.0
7820	54.0	48.0	50.0	37.0	5.0
<b>Average Zone 24E</b>	<b>57.7</b>	<b>48.9</b>	<b>55.4</b>	<b>40.7</b>	<b>5.7</b>
7210	29.0	27.0	29.0	29.0	3.0
7230	9.0	9.0	9.0	9.0	0.0
7255	9.0	8.09	9.0	9.0	3.0
7390	59.0	57.0	50.0	52.0	7.0
7410	100.0	100.0	100.0	17.0	7.0
7430	100.0	98.0	98.0	91.0	2.0
7450	22.0	20.0	18.0	20.0	4.0
7470	18.0	10.0	12.0	6.0	0.0
7490	34.0	28.0	34.0	34.0	13.0
7500	93.0	90.0	83.0	38.0	8.0
7510	48.0	48.0	48.0	23.0	10.0
7640	24.0	24.0	24.0	24.0	4.0
7780	74.0	69.0	59.0	54.0	0.0
7850	31.0	31.0	29.0	24.0	2.0
7870	18.0	17.0	18.0	12.0	5.0
7890	52.0	48.0	43.0	37.0	5.0
7910	33.0	29.0	31.0	33.0	8.0
7930	60.0	56.0	56.0	50.0	6.0
7950	37.0	34.0	30.0	28.0	1.0
7980	57.0	51.09	51.0	43.0	3.0
<b>Average Zone 32</b>	<b>45.4</b>	<b>42.7</b>	<b>41.6</b>	<b>31.7</b>	<b>4.6</b>
<b>Overall 24/32</b>	<b>58.0</b>	<b>53.6</b>	<b>50.0</b>	<b>37.6</b>	<b>5.0</b>



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## Public Image

### Maximizing Public Relations

by Penny Offer, Zone 24 West Rotary Public Image Coordinator

Rotary clubs have many opportunities to maximize public relations to strengthen their image in the community and increase public awareness. Clubs hold fund raising events; they do service projects; they support community events; they have websites and Facebook pages and use other types of social media; and the list goes on.

We must maximize these opportunities. The benefits are enormous – more members, more donors, more partners, and greater image – leading to more members, more partners, more donors..... Each activity, each event, each interaction of every Rotarian and every club can enhance Rotary's image in the community and build on previous actions in a positive spiral.

Richmond Sunset in District 5040 demonstrates excellence in maximizing their image at one of their annual events. This year, for the annual Winter Wonderland, 31 beautifully decorated Christmas trees adorned City Hall, raising \$50,000 for a total of \$700,000 over the 14 years. The event brings together club members, local politicians, community partners, media, donors and the family of Rotary in very successful image building.



Certificates offer thanks for Lighting Up Rotary!



Interact display at D5040 Rotary Days

The club this year built on Winter Wonderland to hold their first Rotary Day. The opening of Winter Wonderland with the lighting of the trees, speeches by partners and politicians and carol singing was followed by an afternoon of Rotary displays by three local Rotary Clubs, Interact and Rotaract, fun and games, presentations and recognition for the work of Rotary.

PRID John Eberhard attended as RI president Gary Huang's representative. Rotarian Magdalen Leung spoke about the value of having a President's Representative: *"it shows the support and honour from RI to the club. This helps the clubs to want to do better and more. All the club presidents were very proud that they were recognized by RI. This is a very positive enforcement for the clubs."*

She said: *"This event definitely increased the community awareness of all the good work done by Rotarians. We were on Fairchild TV. I received a few phone calls from the public congratulating us on the projects that were showcased and offering future support."*

The club display tables, besides informing the public about Rotary, helped the clubs to better understand what the other clubs are doing in the community and to build relationships for future joint projects. Joint projects increase the power of each club and share their individual talents. Involving Interact and Rotaract gave them the bigger picture and understanding the possibilities for their future.

Public relations is not difficult. Building a positive public image for your club is easy. We just need to use the opportunities each club has through their regular activities and interactions with the community.



## Rotary International Support Team

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### Annual Giving Officer: 24/32

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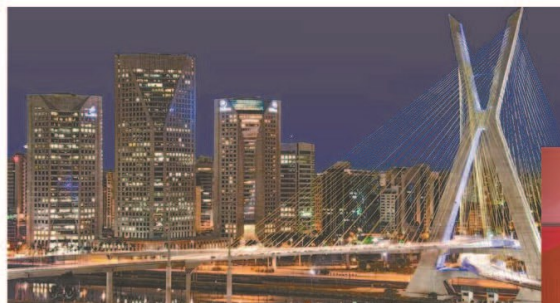
### Rotary Contact Center

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

www.rotary.org

# beyond BORDERS DINNER

Rotary International Zones 24 and 32



## JOIN US!

**When:** June 5, 2015  
6:30pm - Beverages (including wine)  
7:00pm - Buffet Dinner

**Where:** Sao Paulo Hilton Morumbi  
Av. das Nacoes Unidas, 12901  
Sao Paulo, SP, 04578-000, Brazil  
TEL: +55-11-2845-0000  
(Location is Handicap Accessible)

**Cost:** \$75 for the first 200 People  
\$750 for a 10 person table  
\$99 after the first 200 paid registrants



**Register Online at**  
<http://tinyurl.com/BBD2015>

**Registrations will only be accepted  
through April 15, 2015.**

No entry at the door.  
*Sorry, Brazil rules are different than the US  
and Canada  
(and this is a really great price)*

## Get Fired Up for Rotary!



**Register** for Zone 2015!

**Enter** the Contest!

**Win** 3 free nights at the Omni!

Please join us for the 2015 Zone Institute and Pre-Institute in Providence, Rhode Island, one of greatest small cities in the country. We'll be staying at the Omni Providence Hotel and do we have a deal for you! *If you register before January 31, 2015, your name will be entered in a raffle and the prize is three free nights at the Omni!* They can be used during *either* the Institute *or* the Pre-Institute.

So register now at <http://zoneinstitute.net/register/>

For a preview of the Omni Providence Hotel, visit <http://www.omnihotels.com/hotels/providence/property-details/gallery>

If you have any questions, click or call Liz Cullen, Zone Institute Chair: [lizgcullen@yahoo.com](mailto:lizgcullen@yahoo.com);  
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