



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
Facebook: Rotary Zones 24 and 32
<http://greatideastoshare.com>
<http://tinyurl.com/2016Institute>

January 2016

It's That Time of Year!

Yes, it's that 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! 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. There's a real sense of excitement about the future during this time of year.

Unfortunately, it's also the time of the year when I hear some Rotarians in leadership positions saying "my year is done; it's time for the next group of leaders to step up and get things going; it's too late to add an event to the calendar, we just need to wait until next year." And I must admit, hearing statements like that make me crazy! Yes, January is halfway through the Rotary year but that doesn't mean we stop and wait for the next RI President; the next theme; or the next DG to put plans in place.

Instead January is a great time for DGs, DRFCs, Membership Committees and others to pause, take stock and see how the District is progressing toward its goals. January is a great time to ask: How is the District progressing 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 we supporting club leaders to get this accomplished? Are we on track to achieving our Foundation giving goals? Yes, January is a great time to determine what can be done in the next six months, develop a plan and start implementing it in order to *Be a Gift to the World!*

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. And every District has Past District Governors (PDGs) who can provide support and insight for increasing membership and Foundation giving. Working in collaboration our District and Zone leaders, we can reach the goals we set a year ago. Don't hesitate to call upon any of these Rotarians for assistance.

President Ravi told us that "*this was our time and it would not come our way again.*" 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, no need to wait for others. We still have plenty of time to *Be a Gift to the World* in 2016. Let's get started.

—Julia

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Foundation Facts

TRF Canada/Government Partnership Kicks off in Kenya

By Cathie Roy, Sunshine Coast-Sechelt Rotary Club, District 5040

About 10 years ago Terry and Jan Umbachs, both travel agents, were leading a group trip to Kenya. Two of the tour members asked to deliver some school supplies to a remote area in Eastern Kenya. The needs of the Kenyans so moved the Umbachs and their tour group that they came home determined to help the Africans.

Terry began speaking about that need for clean water — the most pressing issue — and he was soon invited to join the Rotary Club of the Sunshine Coast-Sechelt. Through the Umbachs' and the club's efforts, along with worldwide Rotary partnerships, a 300-foot-deep well was provided for the community in 2010.

Projects in the years since have included providing a tractor to deliver the water to storage tanks at seven schools and solar lights for 140 students and teachers, as well as an ongoing scholarship program. Now an exciting new project is on the horizon.

The Rotary Club of the Sunshine Coast-Sechelt is excited to be the first club in Canada to receive \$32,000 from the new TRF Canada & Government of Canada grant for their project in Kyaithani, eastern Kenya. Ten Rotary clubs have contributed \$22,000 USD partnering in this initiative. The result is an additional \$79,000 from the District, TRF Canada and TRF for a combined total of \$101,000 USD.

Here's what that \$101,000 will do:

- ◆ Provide a computer lab in the two high schools with 20 computers in each lab, loaded with computer-based teacher training aids and educational reference material for use by students, teachers and community adults. Computer-based government-approved student curriculum material from Kenya Institute for Curriculum Development (KICD) will also be made available.
- ◆ Provide computer-assisted teacher training aids in five primary schools.
- ◆ Make it possible for each of the 70 local teachers to register for the nine-month KICD online teacher training certificate program to help upgrade their teaching skills.
- ◆ Provide solar lights for each of the 1300 students and teachers in all seven schools. The rent-to-own program will have a minimal cost to make the program sustaining for future students.



Proper implementation, ongoing support and Kenyan supervision are essential. To that end research and discussion over the past three-plus years have ranged from technical (hardware and software) to teaching applications to the practical (dust, dirt, power and security impact on equipment.)

The benefits from this project are enormous. Students and teachers will have an opportunity to join the world of 21st century technology. Children and their parents will no longer be exposed to the dangers of paraffin lamps. And above all, Rotarians will have another opportunity to serve.

Foundation Facts

VTT Provides Vision, Dentistry and Vaccinations in Ethiopia

Debre Birhan, in Ethiopia, lies at 10,000 feet above sea level, and its families work trans-generationally to feed and house themselves. Children begin their duties of herding sheep as young as six years old. The hard physical labor often results in all manner of injuries. As a result, the population has an unusually high number of people with one good eye while the other blind or badly damaged.

Health care is very rare and so expensive that most people do not try to get help even when it is greatly needed. One eye exam and prescription glasses, for example, would cost an entire year's income. And, no one had the knowledge base to work the only dental chair in the region. As a result, it's not uncommon for people to endure the throbbing of four or five teeth decayed beyond salvation, with no way to alleviate the pain.

This is the perfect scenario for a Vocational Training Team through a Rotary Global Grant. Last October, Rotary District 7390's Foundation Chair Connie Spark, who has a proven track record of international missions (23 to date), brought together a multi-country medical team keen to provide both educational guidance and much needed care in the region.

"The need for medical intervention in Debre Birhan is great," observed Rotarian VTT member Victoria Dick. "We saw so many people with cataracts, advanced glaucoma, and severe eye injuries. Some of the patients were very young children. My hope is that since we have shown the way, the Rotary Club of Debre Birhan and this community can make it a goal to eventually provide appropriate treatment for those with serious eye and dental problems."

"Our medical volunteers taught the Ethiopian doctors to identify and treat many eye diseases," Spark said. "We trained them to use modern refracting equipment so they could determine more accurate eyeglass prescriptions. Our international team of dental volunteers also conducted training with practices and treatments." And



By Cherriney Kondor,
D-7390 Public Image co-Chair

on their "day off," the volunteers and their Ethiopian partners conducted polio immunizations. Due to warring factions and a fluid border with neighboring Somalia, new polio cases have recently been reported in Ethiopia.

The VTT team members went door to door to deliver the polio vaccine. "It was the older children of the villages", Spark said, "who led us to the homes with children under the age of five. Even though we were perfect strangers, mothers brought their babies out of their homes for oral vaccinations. It was very emotional to hold these children and know that just two drops of the polio vaccine could prevent crippling or death."

Being a Rotarian in Debre Birhan is not easy because of the vast distances across the District and difficult terrain. But Ethiopian members invited the Global Grant Team in with open hearts and applied themselves to learn new techniques and to operate the equipment brought by the team. That included more than \$10,000 of eye medicine along with dental supplies, materials and equipment. In all, in addition to the training which means that the healthcare will continue, the VTT team accomplished 710 dental procedures, 680 visual screenings and eye care procedures, and 300 polio immunizations.

"Thanks to Rotary Foundation's Vocational Training Teams, we are helping professionals in emerging countries provide better healthcare now and in the future," Connie Spark, who also serves D-7390 as District Foundation Chair, sums up. "We are helping the blind to see, the lame to walk, eliminating pain, helping children to grow into healthy adults free of polio, educating students, and showing families how to have enough clean water and enough nourishing food to eat. They need to know life can get better and Rotary is helping."

For more on this Global Grant VTT, check out the video: <https://youtu.be/9WHrqMZQ7cc>

Reflections, Responsibilities and Resolutions

By Karen Oakes, Zone 24 East End Polio Now Coordinator

I write this as the calendar year draws to a close, and a good time to reflect on the significant milestones of the past 12 months. Our reflections bring us an array of emotions including some bittersweet thoughts of “did well, do better” considerations.

As Rotarians, our commitment to END POLIO NOW allowed us to witness many significant accomplishments this past year, as noted in these examples:



- ◆ 2015 marked the 30th anniversary of our PolioPlus program. **In 2015, wild poliovirus transmission is at the lowest levels ever, with fewer cases reported from fewer areas of fewer countries than ever before.**
- ◆ July 24, 2015, marked **one year since Nigeria's last case of wild poliovirus.**
- ◆ August 1, 2015, is the day the **Government of Canada announced a 2:1 match for donations made by Canadian Rotarians to the Polio Eradication effort.**
- ◆ August 11, 2015 marked yet another significant milestone: **ONE full year without a single case of polio caused by wild poliovirus in Africa.**

As remarkable as these achievements are, we must be ever vigilant to ensure that we continue our responsibility to keep the focus on “staying the course” and that all countries maintain stellar levels of surveillance and immunization efforts.

Progress is readily evident, however, we are not there yet, and we must finish this job to realize our commitment to the children of the world. It is hoped that each of us has considered an event, possibly a fundraiser, in our communities to continue our efforts to build awareness in the fight against this crippling childhood disease. Examples of such events include the following: *Fun Auction for Polio, Ride/Walk for Polio, Polar Dip for Polio, Pinning Community Dignitaries and town folks with “Purple Crocus”, Radio and local TV station interviews as well as Community newspaper articles.* Keep up the great work in showcasing your efforts in this undertaking! The current state of progress in our Fundraising Goals as outlined below:

2015-16 Fundraising Goals v. Progress

GOAL: US\$1,500 per club/US\$35 million total

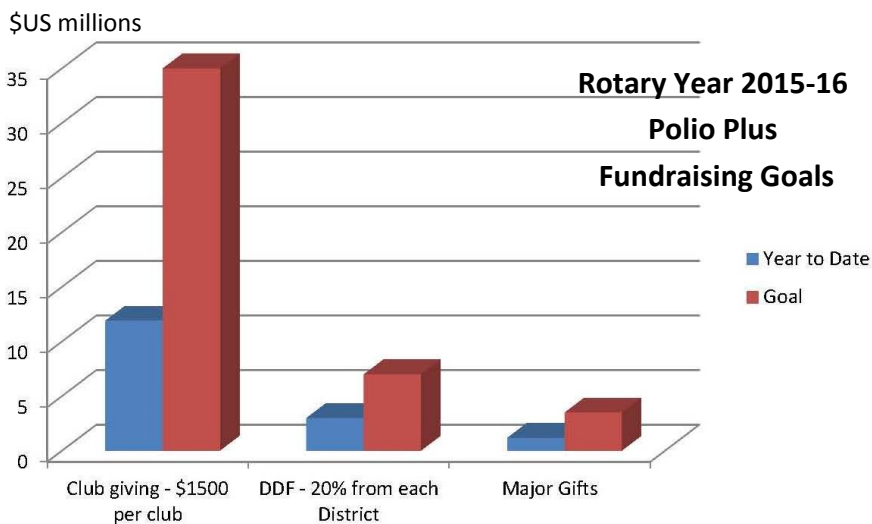
PROGRESS: Total Contributions (as at Dec. 4 2015) US\$11.9 million

GOAL: 20% or more DDF from all Districts/
US\$7 million

PROGRESS: Total DDF raised: US\$3.0 million

GOAL: US\$3.5 million in Major Gifts

PROGRESS: Major Gifts to date: US\$1,189,992



February 23 is Rotary's World Peace and Understanding Day, which provides another great opportunity to showcase your club and District efforts in this battle against polio. As well, it is hoped that the upcoming PETS training sessions under the direction of our Governor-elect teams will inspire our 2016-17 leadership to carry this torch of polio eradication even closer to the finish line.

Meanwhile, as part of our New Year resolutions, let's hope that each of us will continue to be a Gift to the World with a renewed commitment to END POLIO NOW. Our number ONE priority is to keep the advocacy piece of this effort top of mind of all our supporters until **we declare the world polio free three years after the last case of polio is reported.** With your help, we will succeed in this important eradication effort.

Service Award for A Polio-Free World

Three Rotarians from our two Zones are among the most recent winners of the International Service Award for a Polio-Free World. They are:

Dr. Robert Scott

District 7070

Rotary Club of Cobourg

Carol Tichelman

District 5050

Rotary Club of Chilliwack

Jon Deisher

District 5010

Rotary Club of Anchorage

Congratulations to these remarkable Rotarians on being recognized for their life-saving work.

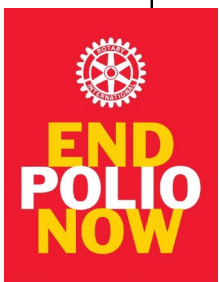
The Service Award for a Polio-Free World was established by the Trustees of The Rotary Foundation to recognize outstanding contributions to the effort and to encourage the final “push” to eliminate polio.

Active personal service is required by the prospective recipient of the award. Fundraising efforts that support Rotary’s PolioPlus program (but not personal financial contributions) may be considered in the evaluation of nominees.

Any Rotarian may initiate a recommendation to a Rotarian to receive the award.

The International Award, for broad service to the cause of polio eradication, will be made annually, not to exceed 10 individuals. Final decision is made by the Executive Committee of the Trustees upon recommendation of the International Polio Plus Committee.

Regional awards, for outstanding service within a World Health Organization (WHO) region, are also made annually, not to exceed 10 recipients per region.



PolioPlus

“50,000 Kids Week” Reignites Enthusiasm in District 7500

By David Forward, Governor of District 7500

Imagine having the ability to change to world by skipping lunch! But that’s exactly what District 7500 did. During the week of October 19-23, Rotary clubs were asked to donate the equivalent of their Rotary club meal to Polio Plus. The goal was to provide polio vaccine for 50,000 kids across the world.

It all started with an off-hand comment during last year’s Pre-PETS training. “Our people are done with polio,” opined one past president. “People are not interested in giving to Polio-Plus any more.”

Those were fighting words to me! I was governor-elect at the time, and I realized that I needed to come up with an idea that made our members feel connected with the final push to eradicate polio. I have always believed that if you can create a simple image with which people can identify, you will be more likely to be successful.

So we renamed the week of October 19-23 “50,000 Kids Week.” Using the 25-cent cost of a dose of polio vaccine as a gauge, I urged every club to simply skip their Rotary club meal that week and donate the cost of the meal to PolioPlus. By doing so, the clubs in District 7500 would collectively raise \$12,500 or enough to buy 50,000 doses of vaccine. That was a remarkable—and easily imaginable—goal for every Rotarian to see.

We made up 1200 red wristbands that read, “My Rotary club and I saved 50,000 Kids from Polio,” and they were distributed to every club the week before the big event.

I had been worried that clubs would refuse to go along with the idea, but boy, was I wrong! One hundred percent of the clubs participated., Some had a day of service, others had a fellowship event, some still met for their meal but donated the cost of the meal to PolioPlus.

In Medford Sunrise, my home club, members were so enthusiastic that many of them accepted the club’s offer to match the difference between a member’s past donations and \$1,000—and 10 members became Paul Harris Fellows as a result.

On November 6, more than 170 Rotarians gathered for the District’s Rotary Foundation dinner. Nobody knew the results of the lunch-free week, but each club president was handed a sealed envelope, and as the District PolioPlus Chair conducted the Roll Call of Clubs, each president read their club’s results. To increasingly loud cheers, and with Foundation Trustee Chair Ray Klingensmith looking on, the number grew and grew. As the final club read, “Chairman Ray, the Rotary Club of Willingboro is proud to announce, we have saved 2,088 children from polio!” the total was announced: District 7500 had shot past our goal of 50,000 doses of vaccine, and had raised enough for 127,516 doses.

With the Bill & Melinda Gates Foundation match, that means 382,548 children will receive a life-saving dose of polio vaccine. And all it took was skipping lunch!



District 7500 leaders promote “50,000 Kids Week” by posing next to empty lunch plates. The promotion worked!



Peace Centers Financial Goal



The Trustees have set a goal to raise a permanent endowment of \$150 million for the Rotary Peace Centers in time for the Atlanta Convention in 2017. This goal includes both cash gifts (which count toward the donor's Major Donor status) and planned giving (which counts toward the donor's Bequest Society status).

With this endowment, the Trustees believe, the Peace Centers will pay for themselves. (Currently, any financial shortfall is picked up by earnings from the general Rotary Foundation endowment.)

Last July 1 — following a stellar fund-building year in 2014-15 — the Peace Centers endowment stood at just over \$130 million. The goal for 2015-16 is to reach \$140 million.

By early December, just over \$4.3 million has been raised. This means that in the next six months we must raise over \$5 million to stay on our financial targets.

Separately — not part of the \$150 million endowment — the Trustees have asked each District to earmark \$25,000 in District Designated Funds annually to the Rotary Peace Centers. Those Districts that do so receive recognition as Peacebuilder Districts. Although some of our Districts have given generously to the Peace Centers in the past, a look at the data over the most recent three years shows that this goal is currently not being met (see table at right).

The Rotary Peace Centers are one of the top programs of our Foundation, and one we can all be proud of. What organization other than Rotary has both the bandwidth and the future timeframe needed to execute a scholarship program that provides our globe's best and brightest with the tools they need to create a better tomorrow? With both DDF and personal giving, let's all do our share to support this critical endeavor.

—Marty Peak Helman, committee member
Rotary Peace Centers/Major Gift Initiative

DDF Donations to Rotary Peace Centers

District	2012-13 DDF	2013-14 DDF	2014-15 DDF	2015-16 DDF YTD	All Time Total since
2225	\$0	\$0	\$0	\$0	\$0
5010	0	50,000	0	25,000	125,000
5040	0	0	0	0	0
5050	25,000	0	0	0	60,000
5060	0	0	0	0	150,000
5360	0	25,000	0	0	82,000
5370	0	0	0	0	0
5550	0	0	0	0	24,000
6330	0	0	0	0	85,000
7010	0	20,000	20,000	0	40,000
7040	0	0	0	0	5,000
7070	0	0	0	0	50,000
7080	25,000	0	0	0	75,000
7090	25,000	0	0	0	176,500
7790	10,000	10,000	0	0	80,000
7810	0	0	0	0	1,000
7820	0	0	0	0	23,000
Total Zone 24	\$85,000	\$105,000	\$20,000	\$25,000	\$976,500
7210	0	5,000	10,000	0	47,500
7230	1,500	2,500	0	0	27,763
7255 ^①	0	0	0	0	90,500
7390	0	0	10,000	0	110,000
7410	0	0	0	0	4,482
7430	0	0	0	0	15,000
7450	0	0	0	0	72,000
7470	0	0	0	0	178,500
7490	0	0	0	0	38,639
7500	0	0	0	0	5,000
7510	0	5,000	0	0	20,000
7640	12,500	14,000	0	0	40,000
7780	5,000	0	0	0	137,500
7850	0	0	0	0	2,000
7870	0	0	0	0	20,000
7890	0	0	0	0	47,000
7910	0	0	0	0	11,000
7930	0	0	0	0	144,205
7950	0	0	0	0	2,500
7980	0	0	0	0	48,500
Total Zone 32	\$19,000	\$26,500	\$20,000	\$0	\$1,072,089
Total 24 & 32	\$104,000	\$131,500	\$40,000	\$25,000	\$2,048,589

^① Includes predecessor Districts 7250 and 7260.

Figures shown include Rotary Peace Centers Endowed Funds.

Figures are unaudited and are separate from TRF's financial statements.

All-time total includes DDF donations from 2002-03 to present.

Calendar of Events

January 15-16, 2016 — Presidential Conference—Peace and Conflict Resolution, Ontario, CA. FMI: www.peaceconference2016.org

January 18-23, 2016 — International Institute and Past Officers Reunion, San Diego, CA. FMI: www.rotaryReunion.org

February 2, 2016 — Zone 32 Rotary Foundation webinar “Best Practices to Improve Foundation Giving.” 7:00—8:30 pm EST. More info to come or contact Ron Smith: rsmith.rotary@gmail.com

February 19-20, 2016 — Presidential Conference—Disease Prevention and Treatment, Cannes, France. FMI: www.rotary-conference-cannes2016.org

February 27, 2016 — Presidential Conference — Economic and Community Development, Cape Town, SA. FMI: www.rotarycapetown2016.com

March 12-13, 2016 — Presidential Conference, Literacy and WASH in Schools, Kolkata, India. FMI: www.rotaryteach.org/presidentialconference

March 18-19, 2016 — Presidential Conference, WASH in Schools, Pasay City, Philippines. FMI: www.2016RotaryPresidentialConference-Manila.org

April 11-15, 2016 — Council on Legislation, Evanston.

May 29-June 1, 2016 — RI Convention in Seoul. Beyond Borders dinner: Sunday, May 29. Register: <http://tinyurl.com/BBD2016>.

September 27-October 2, 2016 — Rotary Zone 24-32 Pre-Institute and Institute in Winnipeg, Manitoba. <http://tinyurl.com/2016Institute>

October 23, 2016 — TRF Centennial Celebration Concert and Dinner in Cleveland, Ohio, the hometown of Arch Klumpf. FMI: www.trf100.org

June 10-14, 2017 — RI Convention, Atlanta, GA.

International Convention

Rotary Zones 24 & 32 *Beyond Borders Dinner* May 29, 2016 • 6:30 pm



Join Us for Great Food & Fellowship!



KOREA 2016 SEOUL
28 MAY-1 JUNE
ROTARY INTERNATIONAL CONVENTION

To register: <http://tinyurl.com/BBD2016>

Vista Pub

Floating Island
683 Olympic Road
Seocho-gu, Seoul, Korea
+82 2-537-2405

\$75 per person

through April 15, 2016

\$99 per person

after April 15, 2016

For more information, please contact BB Dinner Chair,
PDG Don Lee at: Rotarian@hotmail.com or 917-691-5900

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www.rotary.org

Zone Institute 2016

Headliners Join Speaker Lineup in Winnipeg

Two more plenary speakers have been announced who will join Nobel Prize winner Oscar Arias on the podium at the 2016 Zone Institute:

Cindy Blackstock: Cindy is an activist for child welfare, as well as Executive Director of the First Nations Child and Family Car-ing Society of Canada. She is a very influential voice within the social work and Aboriginal community. She was a leader in pursuing a successful human rights complaint alleging that the Government of Canada discriminates against First Nations children by consistently underfunding child welfare on reserves.



Michael Caruso: Michael is a "lifetime Rotarian" and a member of the Rotary Club of Troy, Michigan, who will serve as Governor for District 6380 in 2016-17. Michael was introduced to Rotary as a Group Study Exchange team member over 20 years ago. He has served in many positions at the club and District level, specializing in public image and leadership and teaching presentation skills. He is a professional speaker and he often gives back to Rotary. His impressive Community Partner Program has raised over \$500,000 and recruited dozens of new Rotarians for various clubs in North America.



Two new keynote speakers announced to join Nobel Peace Prize winner, Dr. Oscar Arias.

Program event to be held at new Canadian Museum for Human Rights.

Where in the World is Winnipeg? National Geographic knows - naming it as one of the Best Places To Visit On Earth for 2016.

Plus: Cheap Canadian bucks! Win a dinner with Dr. Arias!

Register your new DGND's and book your hotel before we sell out!

More here: www.zoneinstitute.net

Rotary Day of Dialogue — Instigating Change in Rotary

By PDG Chris Offer, Rotary Club of Ladner, District 5040

A unique Rotary event was held in Vancouver this past November. The Rotary Day of Dialogue gave voice to Rotary members' ideas on how to transform Rotary. More than 120 Rotarians gathered from nine districts. A small but vocal group of Rotaract and Interact members joined in the presentations and discussion.



Gov. John Anderson of District 5040 (BC) conceived the idea as an opportunity for Rotarians to exchange thoughts on what they want Rotary to look like now and in the future. It was a day to share ideas on how to mend broken Rotary clubs, grow membership, expand service, and invite young leaders into Rotary.

Each initiator — or as one person referred to herself: an instigator — gave a short presentation followed by questions, answers and discussion. Each initiator spoke for only five minutes, to engage and challenge the audience on topics such as: characteristics of an effective Rotary club, Rotary's new voice, ways to attract young professionals, and attributes of a good Rotarian. Each



theme was followed by 30 minutes of dialogue under the guidance of moderator Kevin Evans, a Rotarian and former TV news anchor. He kept the discussion flowing and ensured every voice was heard and that no one dominated the discussion.

Everyone left the event with a few “aha” moments and the task to put the new ideas into action with their Rotary club.

A post-event online survey was sent to all delegates. The Day of Dialogue received satisfaction ratings of 94 percent and the organization of the event was rated at a remarkable 99 percent. The evaluations of the initiators were positive with ratings from 80 to 95 percent. The delegates took the time to add many comments and suggestions.

Each five-minute presentation was videoed and posted online. The videos are an ongoing legacy of the Day of Dialogue and have been instrumental in sharing ideas globally. The videos have been viewed in 64 different countries. The majority of viewers are in the US and Canada but also as diverse as Laos, Guatemala and Tanzania. The Day of Dialogue and the videos are a “TED-X” approach to Rotary education and discussion.

The videos have been watched around the world due to posting and sharing on Facebook, Twitter and Pinterest. The videos are being used as club programs with a club discussion on the video topic after watching the video. Several e-clubs have posted the videos as their weekly program.

The success of the event will be gauged by what action is taken by individuals and clubs over the next few months. However, as an uncommon approach to Rotary training and planning, it was an amazing success.

Available online is a comprehensive report with text of presentations, photos of the Day of Dialogue and links to the downloadable videos. Online at: <https://sway.com/uxBF7K1UDj9XzN6h>

Public Image Highlights in District 5040

The **Rotary Club of Lionsgate** has created a beautiful new website: www.rotarylionsgate.com.

The dynamic home page features a carousel showing pictures of a diverse membership enjoying themselves at meetings, and at both community and international service projects. The home page is designed to be attractive and inviting to non-Rotarians.



The menu links are "About Us", "Follow Us" (social media links), "Contact Us" and "Why Join Us".

Just below are links to "Our Projects", "Events" and another invitation to "Join", with a welcoming message from Club President, Elizabeth Chong.

The home page also proudly announces that the club was selected as the District 5040 Rotary Club Of The Year, and won the Public Image Enhancement Award. Small surprise!

The **Rotary Club of West Vancouver Sunrise** promoted their club and members when they were given their city's



Community Award for enriching the community without taxpayer dollars. The Club was also recognized by their Provincial

MLA, Ralph Sultan, who noted, "That's what 25 unpaid volunteers can accomplish in West Vancouver in one year."

These are just a few examples of what District 5040 is doing and how they are telling their Rotary Story. For more on D-5040, check out the article on page 11 which features the recent District Day of Dialogue.

—Sean Hogan

Public Image



Websites Work! and Other Lessons from Squamish, BC

By Sean Hogan, Zone 24 West Public Image Chair

It's comes as no surprise that the **Rotary Club of Squamish, BC** — home of District 5040 Public Image Chair, Brian Finley — has a robust public image campaign.

Squamish is located on the Sea-to-Sky Highway, just 45 minutes from Whistler. The Squamish Rotary Club was chartered in 1966 and currently has 58 active members and eight honorary members.

The Club keeps its website (www.squamishrotary.com) up to date and includes a list of recent events and activities of the Club, along with a list of upcoming speakers, meetings and events and contact information. The website uses pictures (lots of them), video and links - including how to join Rotary. There are even more pictures and stories on the Club's Facebook page (www.facebook.com/squamishrotary), along with contact information.



Squamish Rotarians are in ongoing contact with the local *Squamish Chief* newspaper, regularly sending information about the Club's activities and inviting a reporter and the publisher to their meetings. A recent article about local service clubs reported that the Squamish Rotary Club is bucking the trend of declining membership experienced by other clubs, noting that it is "the largest service club in town, and about two-thirds of the membership are men and one-third women." The article contained information about both the club and Rotary International and stated:

Since opening Squamish's branch in 1966, the Rotary has funded and served more than 6,000 meals at local elementary schools. The club helps organize the Community Cares Christmas hampers and helps residents with medical expenses through its Linda Carney Rotary Cares Fund. The list goes on and on, from supporting mental illness health initiatives to sending Squamish youth to the Rotary Youth Leadership program.*

The Club plans to run a monthly quarter page advertisement and story in the newspaper starting next year.

All of the Club's advertising and media have been updated to use the new Rotary branding and design.

**Editor's note - 6,000 was actually the number of meals served in just the past year alone. Reporters don't always get the facts correctly. Apparently the local reporter couldn't conceive of a number that high!*