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**January 2018**

**"Christmas is a season not only of rejoicing but of reflection."**

**—Winston Churchill**

December is a month in which many religions celebrate a holy event. Rhino and I hope that you all had the opportunity to celebrate and reflect — in your own way — with family and friends, and are now ready to look forward to the new year of 2018. We had the precious gift of spending time with our two grandchildren and experiencing Christmas through the wonder of their joy and excitement.

I smiled as I followed you and your Rotary Club's adventures on Facebook as you went into your communities to bring holiday cheer to others. Gifts were given out in hospitals and to the homeless; many, many Christmas dinners were cooked and served; parties attended and provided and Rotary was very visible. Thank you for your commitment to your communities.

2018 is going to be an important year for our two Zones. We have to start showing a reversal of the membership loss we have sustained over the past decade. At this halfway mark of the Rotary year, there are many districts that are showing a small increase in membership, but — if history repeats itself — these gains will be swept away at the end of the year when clubs clean up their membership prior to having to pay the dues for the 2018-19 year. With the new billing system, it was hoped that the clubs would update their records on a monthly basis and that the membership data submitted to Rotary International would be accurate so that this huge loss at the end of the year would not happen. Unfortunately, this has not proved to be the case. We need to encourage our clubs to keep very timely and accurate records and also embrace the change that is needed to build membership in a vital and relevant Rotary Club.

I know that the District Governors-elect attending the San Diego International Assembly in a few weeks' time must be excited to be meeting with their fellow classmates from around the world. It is such a great training event and sharing of thoughts and ideas, building of relationships and having fun together. Rhino and I look forward to sharing this time with you all.

Wishing you all safe travels and a very happy and peaceful 2018.

**"I hope that in this year to come, you make mistakes. Because if you make mistakes, then you are making new things, trying new things, learning, living, pushing yourself, changing yourself, changing your world."**

**—Neil Gaiman**

*Dean*

## Promote Toronto In Your Clubs

How are you encouraging your clubs to promote the 2018 RI Convention in Toronto? Here are some tips:

Each club in District 7090 has appointed an RI Convention Champion (or Chair) to receive periodic communications from our District about the convention and be the club cheerleader for promoting it.

The Rotary Club of Lockport (NY) asked members who attended last year's Convention in Atlanta to do a presentation to their club. These personal stories generated interest among those who have not previously attended a convention.

The Rotary Club of Norfolk Sunrise (ON) created a "To Do" list for members (e.g., register for the convention; book accommodations; sign up for special events). This list runs each week in the club's newsletter.

Several clubs in western New York are discussing the possibility of chartering a bus to and from the convention – the cost of which would be offset somewhat by avoiding individual parking fees in Toronto. The bus ride also offers an excellent opportunity for Rotary fellowship.

What are your clubs doing? Send your tips to Kevin Crosby ([kevin@d7090.org](mailto:kevin@d7090.org)) and let's share the good ideas!

## Jeffry's Journey

### Breaking News!

The dates have been secured for the 2019 Zone Conference. (formerly the Institute) Sept. 19-21, 2019. The location is being worked on now. Details to follow on that ...

### Breaking News!

In a couple of weeks, we'll see the Zone 24/32 District Governors-elect in San Diego as they complete their training for the assignment they will begin on July 1. They will continue their preparation for that role when they return from San Diego to their respective districts. We wish them the very best.

Also in San Diego, we will finish our formal orientation to the Board of Directors position. We will begin "back benching" the Board at their January meeting following the International Assembly. Exciting times as we prepare for our new assignment.

I look forward to the opportunity to represent the world of Rotary on the Board and to working with the 2018-19 District Governors and Zone Coordinators in the upcoming Rotary year. Uppermost in our goals and objectives will be to continue the process of making the clubs in our districts stronger and finding new and innovative ways for districts to support clubs in that effort.

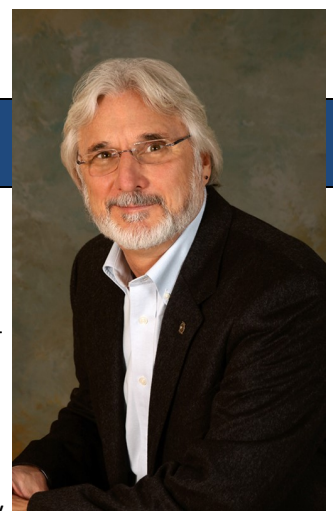
Soon you will be hearing news about the program and speakers for the 2018 Zone Conference in Montreal (Sept. 20-22 at the Hotel Bonaventure). The promotions team will be hard at work. Additionally, a past governor from each district has been asked to be the Promotions Chair for Montreal. Our pledge to you is that the planning team will deliver a conference that will be interactive, worthy of your time and attendance, and one that will inspire you to greater service through our organization.

In the meantime, there is plenty of work to do to finish the last half of THIS Rotary year strong. Any and all of the resources available from our Zones stand ready to help you with that. Contact information for your Coordinators is on page 3 of this newsletter. Reach out to them. They are here to help.

Happy New Year to you!

—Jeffry Cadorette, Zone 24-32 Director-elect

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# You don't have to dress Canadian to be here.



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## Membership Matters

### Dealing Head-on With Obstacles to Change

*By Claude Martel, Zone 24 East Assistant Rotary Coordinator*



District 7790 is proudly a two-nation and two-language District. But while these attributes clearly play to Rotary's international strengths, they can also impede communication ... and change. The District has seen a slow but steady decrease in overall membership over the last 10 years, resulting in an increasing number of clubs with fewer than 20 members. During the same period, while the average age of members has remained the same, there's been a slight uptick in the percentage of women Rotarians.

It was with this backdrop that District 7790 held a membership seminar recently in Quebec City.

Many Rotarians present were unaware of the changes made by the 2016 Council on Legislation designed to strengthen club flexibility. Several interesting discussions on the topic of the CoL were shared. Rotarians were pleased to learn that the CoL made clubs responsible for the types of membership, the minimum number of meetings required, and new methodologies designed to increase participation.

Many Rotarians in the room had been actively engaged in developing a strategic vision for their clubs over the past five to 10 years. They noted that this work has made their clubs more open to change in general, and cited an interest in increasing the visibility of their clubs, consideration of corporate membership, ways to involve family and interact students in their projects, and increasing the diversity of their membership.

Other issues discussed included ways to increase accessibility to young professionals (cost and hours of meetings), ability to attract more women, improving efficiency of club, improving Rotary's brand image and use of social media, taking the time to learn why members leave, and working to engage new members quickly in club activities.

The Rotarians then reflected on barriers to these goals. The participants identified the following as most likely to delay the vision of a club:

1. Waiting for unanimity to change
2. Recognizing club's attractiveness (or otherwise) to new members
3. Lack of visibility of the club
4. Taking stock of the club and writing a plan of action
5. Lack of recognition of members' contributions
6. Internal conflicts
7. Member retention

At the seminar, members of each individual club gathered together to caucus, recognize specific obstacles, and develop action plans to lead their clubs toward a new vision. In all, the participants highly enjoyed the training and recommended that it be continued next year.





### EarlyAct Introduces Kids to the Thrill of Service

By Pat Chernetsky, Endowment/Major Gift Advisor, Zone 24 West



The first EarlyAct club in District 5550 was chartered just two years ago by the Rotary Club of Nipawin, SK. EarlyAct is Rotary's school-based organization for 5 to 12 year olds, designed to inspire elementary students to serve. Its mission and operation are closely linked to the ideals of Rotary. Members are selected by the teachers; the focus is on those with leadership qualities.

Our grade three students, at the early age of eight, gain increased awareness and knowledge of their community and the world; they learn caring, respect, empathy, responsibility, compassion, friendship and of course leadership! Their minds are open to recognize the dignity and worth of each individual which builds respect for others.

EarlyAct members are asked to carry out three service projects annually; one project is completed for their school, one for the local community and a third is in support of an international cause.

In the spring of 2017, these very enthusiastic eight-year-olds, after seeing on television the devastation to families from the many natural disasters that we are experiencing around the world, embarked upon several fundraisers with the goal of pur-

chasing a ShelterBox! The need to help families across the globe was first and foremost in their minds and with some help from other schools in the town, these kids raised over \$1000US. Local Rotarians quickly matched these funds, which were in turn matched by the Canadian Government, so their effect was tripled.

For a week during this process, a ShelterBox was set up in the town library adjacent to the school. The public image this created benefited both Rotary and the school.

The joy and satisfaction resulting from this project was gratifying to the entire school and has encouraged these very young aspiring leaders/volunteers (and hopefully future Rotarians ) to pursue yet another very worthy cause in the coming year ... polio eradication.

It is obvious that these kids have a strong desire to Make a Difference!

The success of the EarlyAct club results from a very enthusiastic and committed principal coupled with a longstanding partnership between the local Rotary club and the school, particularly in regard to the school's literacy efforts in the community.



## Foundation Facts

### Power of a District Grant: Small Dollars Grow into a Sustainable Project

Last year, then D-7850 Governor Jay Polimeno and club president Bob Broadhurst from the Bristol, NH, club, toured the Mayhew Program ([www.mayhew.org](http://www.mayhew.org)), located on an island in the center of Newfound Lake in Bristol, NH.

Founded in 1969, Mayhew challenges at-risk New Hampshire boys to believe in themselves, work well with others, and find their best. It is the only all-boy program in the state to combine residential summer experiences with regular school year mentoring, tuition-free, for eight full years, from age 10 through their high school graduations. For many, Mayhew is their first opportunity to find out who they can be and how much they can do in a setting away from outside influences.

In their first two years in the program, the boys (age 10-12) participate in Mayhew's rigorous and vibrant 25-day residential summer program on Mayhew Island.

At the conclusion of Bob and Jay's tour – a tour which included lunch with the boys – both agreed that installing solar panels would help Mayhew make a sustainable deduction in its utility expenses.

Excited about this opportunity, and learning from Gov. Jay that District grant money was available, the Rotary Club of Bristol sent email messages to the neighboring Rotary Clubs of Lincoln-



At top, Mayhew boys learn about themselves in a camp setting. Immediately above, District 7850 Rotarians involved in the solar array installation at Mayhew include (left to right): Larry Demers (summer member of the Rotary Club of Bristol), PDG Ron Bedell, DRFC Marilyn Bedell, Jim Nute (director of the Mayhew program), President Bill Clark (RC of Plymouth), and President Bob Broadhurst (Rotary Club of Bristol), all in New Hampshire.

Woodstock, Littleton, and Plymouth, all in New Hampshire, explaining the project. Within days, over \$3,000 in funds were pledged.

The four Rotary Clubs together submitted an application to District 7850's Grants Committee. A \$3,000 District grant was approved, which matched the \$3,000 donated by the clubs. This became the seed money that permitted the clubs and Mayhew to seek additional community partners to help fund the \$38,000 project.

The project — and Rotary's commitment to it — resulted in a significant grant from the Thomas W. Haas Fund at the New Hampshire Charitable Foundation (NHCF). The NHCF is a statewide community foundation working "with generous and visionary citizens to maximize the power of their giving, support great work happening in our communities and lead and collaborate on high-impact initiatives." Further funding came from the Franklin, NH, Rotary club in nearby District 7870.

Under the leadership of project manager Ivan Quinchia, construction of the solar array began. Installation was completed last summer, in time for a dedication to take place involving the campers. Going forward, the project means Mayhew's work with the boys will be enhanced as the savings will be invested into programming that will directly impact them.

And it all started with a \$3000 District grant!



## A Day in the Life of a Rotarian on an NID

*By Stella Roy, Zone 24 East PolioPlus Coordinator*

An early start at 5:15 a.m! The manager of our Yola, Nigeria, hotel is a Rotarian, and he kindly started breakfast at 5:30 each morning for our team. By the time we are ready, local Rotarians are already waiting for us and we head to a health clinic — a different one each of the five days of the NID.

At the clinic, the teams are already collecting vaccine and being

By 11:00 a.m. it is too hot to continue, and so we return to the clinic and hand in our vaccine vials to be counted. — this serves as a double-check on how many children have been vaccinated. The leader tallies up all the sheets and records them, and by noon we are back on the bus and headed for lunch.

At 3:00 p.m. we attend a local government meeting where each



given their routes. Each team includes a healthcare worker and a recorder to mark the houses with chalk and write up the daily tally sheet. We divide into pairs and join a local Rotarian and a Rotaractor on each team.

We are knocking on doors by 7:30 am. At each house, we vaccinate every child under the age of five and make sure we have seen all the children living in the house. As we leave, the recorder marks in chalk on the door the date, team, and number of children vaccinated.

On the tally sheet, the recorder also notes first-time recipients of the vaccine, newborns, visiting children, and whether there was anyone sick in the household.

Over the next five days, we go wherever the children are — schools, churches, houses and camps.

On Saturday, I notice that many children aren't home! The healthcare worker smiles, and points ahead. A few houses further on I hear children chanting. It turns out to be a Koran school. There, we vaccinate all the children under five. The healthcare worker knows where the children live as they are also local to the community themselves.



health center reports numbers, challenges and successes of the NID. At 5:00, a regional meeting is held at an Emergency Operations Center. Here, the local government head meets with his counterparts from throughout Yola, plus representatives from the Gates Foundation, CDC, Unicef and WHO.

At the meeting, challenges are discussed and confronted head-on and an effort is made to fix them in time for next day's immunizations. Issues can include old markers that no longer work or chalk that crumbles, a failure to report accurately, or running out of vaccine. All accounted for and fixed the next day.

This NID is in Yola, in the eastern section of Nigeria — and near where Boko Haram is operating. As a result, we have security with us at all times. Many cities in Nigeria have been polio-free now for three years, so NIDs only take place in more central locations twice a year.

Wherever we go in Nigeria, however, the healthcare workers are passionate that Nigeria be polio-free.

And they are not alone— the Rotarians and Rotaractors show tremendous concern for us and the work, some driving an hour prior to our 6:00 a.m. start and not leaving until 10:00 p.m. Their laughter and camaraderie and attention to detail shows their commitment to reach every child and to keep Nigeria polio-free.

## Calendar of Events

**January 14-20, 2018** — International Assembly, San Diego, CA.

**February-March, 2018** — PETS planning season. (*Note: Schedule published in October newsletter, p. 14.*)

**February 9-11, 2018** — Presidential Peacebuilding Conference on Environmental Sustainability, Vancouver, BC. <https://environmentandpeace.com/>

**February 17, 2018** — Presidential Peacebuilding Conference on Water, Sanitation and Hygiene, Beirut, Lebanon. <http://rotaryd2452.org/waterconf/>

**Saturday, February 24** — Presidential Peacebuilding Conference on Disease Prevention and Treatment, Coventry, England. [www.rotarygbi.org/peacebuilding-conference-2018/](http://www.rotarygbi.org/peacebuilding-conference-2018/)

**Saturday, March 17** — Presidential Peacebuilding Conference on Economic and Community Development, Sydney. <http://rippc2018.com.au/>

**Saturday, April 28** — Presidential Peacebuilding Conference on Maternal and Child Health, Taranto, Italy. [www.rotaryitalia.it/presidentialconference/](http://www.rotaryitalia.it/presidentialconference/)

**Saturday, June 2** — Presidential Peacebuilding Conference on Basic Education and Literacy, Chicago, IL. [www.rotaryliteracy.org/](http://www.rotaryliteracy.org/)

**Sunday, June 24** — Beyond Borders Dinner, Hockey Hall of Fame, <http://tinyurl.com/beyondborders2018>

**June 23-27, 2018** — RI Convention, Toronto. [www.riconvention.org](http://www.riconvention.org).

**September 20-22, 2018** — Zone Conference 2018, Montreal.

**June 1-5, 2019** — RI Convention, Hamburg, Germany.

**Sept. 19-21, 2019** — Zone 24-32 Conference, place TBA. **SAVE THE DATE!**

**June 6-10, 2020** — RI Convention, Honolulu, Hawaii.

**June 12-16, 2021** — RI Convention, Taipei, Taiwan.

## Peace and Conflict Resolution

### Final Plans in Place For Environmental Forum

The Presidential Forum on Environmental Sustainability and Peace — the first of six presidential peacebuilding forums that RI President Ian Riseley is convening this year — takes place in just one month in Vancouver.

Keynoters bring with them a wealth of knowledge on environmental sustainability and its connections to world peace. Among the luminaries who will be speaking at the event:

**Dr. David Suzuki**, scientist, broadcaster and author. He is a Companion to the Order of Canada and a recipient of UNESCO's Kalinga Prize for science, the United Nations Environmental Program medal, the 2012 Inamori Ethics Prize, the 2009 Right Livelihood Award, and a member of UNEP's Global 500.

**Dr. Ira Helfand**, co-president of the International Physicians for the Prevention of Nuclear War, which was recipient of the 1985 Nobel Peace Prize. He is co-founder and past president of Physicians for Social Responsibility, IPPNW's US affiliate.

Participants will also hear from and have a chance to interact with numerous Rotary Peace Fellows, including:

**Wisdom Addo**, executive director of the West Africa Centre for Peace Foundation in Ghana.

**Abiola Adimula**, Center for Peace and Strategic Studies, University of Ilorin, Nigeria, and knowledgeable about the people from her nation who are displaced because of Boko Haram.

**Linda Low**, current fellow at Duke-UNC where she is pursuing her Masters in International Development Theory.

**Derran Moss**, director of the UN Office of Humanitarian Affairs, and an expert on counter-terrorism.

**Glenn Raynor**, executive director of the Jane Goodall Centre, Democratic Republic of the Congo.

District 5040's PDG John Anderson is chairing the event.

*For a full agenda, and for information about registration and housing, go to <http://environmentandpeace.com>. To learn more about the other Summits on the 2018 schedule, check out the calendar at left.*



**Exchange Ideas**

**Rotary**  **PRESIDENTIAL PEACEBUILDING CONFERENCE 2018** 

**Environmental Sustainability & Peace**

**Vancouver, Canada Feb 9-11**  
[www.environmentandpeace.com](http://www.environmentandpeace.com)



## Rotary International

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## Peace and Conflict Resolution

January 1<sup>st</sup>, 2018

### Dear Club President:

I hope that you will recall that last fall, with the permission of your District Governor, I wrote to most of the clubs in Canada about a project to help eliminate landmines in the country of Cambodia. It was chosen for several reasons:



- ◆ It is the 150<sup>th</sup> Anniversary of our great country.
- ◆ It was 20 years ago that Canada, under the leadership of the Hon. Lloyd Axworthy, convinced 168 countries to sign an agreement to ban landmines.
- ◆ In October last year the Invictus Games were held in Toronto, the first time in Canada, and we met service members wounded by these cruel weapons.
- ◆ Cambodia was chosen because it is a country in need and is an objective that we believe Canadian Rotarians, with the help of their friends, can achieve.
- ◆ Please see the attached pictures of children in Cambodia, who are particularly at risk, and the men and women dedicated to removing those landmines.

If your Club has already sent a cheque, I thank you. However, we still have a gap to reach our goal, so I would request that clubs, who have yet to participate, consider a fund raising effort in your community or a club donation.

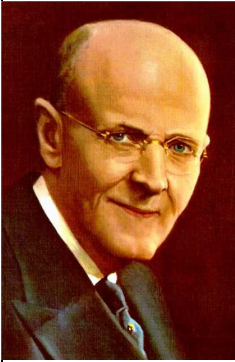
Sincere Thanks,

**Wief Wilkinson**, CM, FCPA  
President of Rotary International 2007/08  
Chair of the Rotary Foundation 2012/13





## The Past as Prologue



The start of a New Year typically means new resolutions.

Here are two quotes from Paul Harris to help you consider your resolutions for 2018:

***"Perhaps dreaming is not so bad if one dreams good dreams and makes them come true."***

***"This is a changing world; we must be prepared to change with it."***

It's good to remember that our Founder believed in — and was not deterred by — the change that is as needed in our times as it was in his.

But do you think he would ever have been comfortable using a smart phone?

## Public Image

### 2018 New Year's Resolution

*By Sean Hogan, Zone 24 West Public Image Coordinator*

Rotarians are dreamers. We dream of making a difference. We dream of a polio-free world.

We don't merely change *with* the world — we *are* the changemakers. To quote a previous Rotary theme: We Make Dreams Real. Rotarians are people of action, who join leaders to exchange ideas and take action.

But we don't do a very good job at getting our stories told and heard.

So as you make your 2018 New Year's Resolutions, add these points to the list:

1. Build a public image / public relations committee in each District. Not just one person, but a group who deal with all aspects of promotion and who can provide both resources and trainers for Rotary clubs and members.
2. Remember that people join and stay in Rotary for the friendships and community service, and incorporate those messages into all of your Rotary promotion and communication.
3. Your primary audience and your sales force are your Rotary members. Engage your members through your spring training, conferences, events and communications. Give them knowledge and resources, inspire them and ask them to share Rotary stories.
4. Use and promote Rotary resources — including the People of Action materials and more at the Rotary Brand Center, Rotary's social media channels (YouTube, Vimeo, Facebook, Twitter, Instagram), and websites (Rotary Images, Rotary Voices, Rotary Ideas, Rotary Showcase).
5. Continue to encourage clubs to record their service and their successes on Rotary Club Central so that we can attract support from partner organizations.
6. Engage Rotarians in the Rotary community through Rotary Action Groups and Rotary Fellowships.
7. Encourage and promote Rotary Global Rewards (*hey! There's a brand new app for that! See message below!*) to both use and register with the program.

And the final resolution: Do Good In The World & Share Your Rotary Stories!

***There's an app for that***