



Rotary International Zones 24-32

Beyond Borders



• Bermuda • Canada • France • Russia • United States



Julia Phelps

RI Director 2014—2016

Rotary Club of

Malden, Massachusetts

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

Zone 32: Bermuda,
Northeastern United States

www.rotaryzones24-32.org

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Blog: <http://greatideastoshare.com>

<http://zoneinstitute.net/>



July 2014

Happy Rotary New Year!

Throughout the world, Rotarians are celebrating the start of a new year. We are celebrating our accomplishments of **Engaging Rotary, Changing Lives** and looking forward to **Lighting Up Rotary**. It's also the time of year when we thank you. I want to take this opportunity to thank PRID Bryn and Randy Styles for all that they have done over the past two years for Rotary in general, and Zones 24/32 in particular. Bryn and Randy have been generous with their time and talents to help Steve and me move into our roles as Director and spouse of a Director. Thanks you so much for your help and leadership, everyone in Zones 24/32 appreciates all of your efforts.

This is also the time that we start the actual work on the goals that we've set for the upcoming year. It won't surprise anyone that President Gary's goals are similar to the ones that President Ron had this past year. We are going to focus on eradicating Polio, increase giving to our Foundation, increase our membership, and improve/promote Rotary's public image. Those are my goals as well. They are also the goals of all of our Rotary Coordinators, the Public Image Coordinators and the Regional Foundation Chairs. I shared with them my *personal goals* and challenged them to adopt these goals, as a starting place, as well. My goals are as follow:

- ◆ Make a contribution to our Rotary Foundation by July 31, 2014
- ◆ Sponsor a new member into Rotary by September 30, 2014
- ◆ Wear my Rotary pin every day.

When I shared these goals, the response was, *"Two of the three are very easy, the only hard one is bringing in a new member by the end of September."* My initial thought was *this could be one reason why we have membership issues in our two Zones* (check out the membership information on page 7). My next thought was, *if not us, the leaders in these two Zones, then who?* So this is my challenge to each of you, as a past, present and future leader in Zones 24/32, **let's lead by example**. I will keep you posted on my progress on these goals as well.

I also shared some ideas from a book that I had just finished reading, *Switch, How to Make Change when Change is Hard*. You will see one of those ideas, identifying Bright Spots of change, in each of our newsletters for the next two years.

These Bright Spots are going to be ideas that our Zones leaders have identified and you will be able to recognize them by this round, colorful icon, i.e. a bright spot. You will see several in this newsletter. I want to encourage all of you to share the Bright Spots from your clubs or District with your coordinators, our newsletter editor PDG Marty Helman, or me. We'll do our best to include all of them in future issues of the newsletter.

We've got a lot of challenges, work and fun ahead of us. Let's get busy and **Light Up Rotary!**

Julia



Want to Break Giving Records in Your District?



Typically, Rotarians raise money by asking for cash and checks. A Million Dollar Dinner is different — the “ask” is for a written pledge to donate to Annual Giving over a number of years or to leave funds to The Rotary Foundation’s endowment (which supports the World Peace Fellowships) in one’s estate plan.

Want to give it a try? Interested in putting on a Million Dollar Dinner? The Rotary Foundation — and the Zones — have resources to help.

Our Zone Endowment/Major Gifts Advisors are eager to hear from you; you will find them listed with their contact info on page 6 of this newsletter. Back in Evanston, our Major Gifts Officers, Jenna Archuleta and Carolyn Ferguson, are also ready with their support. Their contact info is on page 5.

And check out the website, www.milliondollarlinner.net, built by Kevin Hilgers as a “how to” guide for putting on a successful Million Dollar Dinner, complete with must-dos, suggestions, and a timeline to help you on your way.

Foundation Facts

How to Raise One Million Bucks for the Foundation

By PDG Kevin Hilgers

In 2012-13, my governor year in District 5370, I wanted to do something BIG. A year or so previously, the District south of us — 5360 — had held a Million Dollar Dinner for The Rotary Foundation and raised well over one million dollars! I wanted that! I called the President’s Office in Evanston, and RI agreed that RI President Sakuji Tanaka would come to our District if we planned a Million Dollar Dinner. A date was soon set!

A Million Dollar Dinner is a fun twist because you don’t have to take money out of your pocket today. Instead, we asked Rotarians to join The Foundation’s Bequest Society. To do that is just a matter of committing a minimum \$10,000 to The Rotary Foundation via your will. Easy as that! If people said, “Wow! Can I meet President Tanaka? Can I attend the Million Dollar Dinner?” we would say, “Of course — just become a member of the Bequest Society and you are in!” We also invited new Major Donors who gave \$10,000. Tickets for the event were \$100.



The lure of meeting the President — a rare treat in Northern Canada — was strong. I promoted the MDD during my club visits, by e-mail, and extensively on Facebook. Our District has a Facebook site with over 1200 fans, which is very powerful. We didn’t allow people to “just pay \$100” to attend — all attendees had to pledge or donate \$10,000 above their then-current giving level. This kept the evening “prestigious.” The event took a lot of planning with a full committee that worked for 12 months. In the end, 150 attended — we were very pleased with that.

I am a huge believer in “making it easy” to get involved. I developed an on-line form to fill in to join the Bequest Society. After people filled in and clicked, the form went directly to Carolyn Ferguson, our Zone’s Major Gifts Officer, and she did the paperwork to enroll them in the Bequest Society.

The evening itself went splendidly. We kept the speeches and other programming to a minimum. The donors



— and of course President Tanaka — were the stars. Interact and Rotaract members were on hand to assist. In the end, the crowd and President Tanaka were stunned when we unveiled a check for four and a half million dollars! Some of us almost fell out of our chairs.

Since that time, one year ago, I have had many Rotarians ask about the dinner, so I built a [website](#) that has links to all the documents you need. It also explains — and hopefully inspires — others to hold their own Dinner (see sidebar). Can your District do it? I say YES. Can you raise \$4.5 million? Every District is different, but you’ll never know unless you try. So start planning now. And have fun!



Then-RI President Sakuji Tanaka expresses his delight when Kevin Hilgers unveils the check for \$4.5 million at District 5370’s 2013 Million Dollar Dinner (above). At right, RI President-elect Ravi Ravindran poses with Zone 32 District Foundation Chairs while Past RI Treasurer Mike Colasurdo looks on from the podium when the New York City metro Districts raise \$1.4 million at their first Million Dollar Dinner this past May.





Rotarian Keith Harris dips the wheels of his bicycle in the Pacific Ocean at the start of his trans-continental journey eastward to the Atlantic.

Pedaling for a Purpose

As you read this, Rotarian Keith Harris is somewhere in eastern Montana with the Rockies at his back, bicycling east from the Olympic Peninsula, WA on his way home to Merrimac, MA, on the Atlantic Ocean.

Keith's dream is to raise \$25,000 for The Rotary Foundation, and as he left for his cross-country journey he had already raised \$23,000 towards that goal.

Keith's story starts several years ago: After he recovered from a staph infection that had nearly proved fatal, Keith — with the support of his wife Christina, both members of the Ipswich Rotary Club in District 7930 — determined to do something BIG with his life — something that would make a difference to others in need. He combined his determination with his cycling hobby, and this summer he is pedaling for a purpose: To support The Rotary Foundation. He expects his 4,400-mile journey will last two months; he hopes to average 75-90 miles a day — fewer in the Rockies.

While raising money for The Rotary Foundation is his main goal, Keith also hopes to raise \$2500 for Anna Jacques Hospital, the local facility in Newburyport, MA, where doctors saved his life.

To follow Keith's adventures, or to donate online, go to:

www.pedalingforapurpose.com or check out his page on [Facebook](#).

Foundation Case Study

VTT Focuses on Special-Needs Kids in Siberia

By Gayle Knepper, Zone 24 West Rotary Coordinator

In April, a team of physician health system administrators from Vladivostok, Russia (D-2225), were immersed in learning about the structure of education for special needs children in Northern California (D-5130).

The goal? To support a significant transition in the Russian educational system: integrating special-needs children into schools with other children, generally known as "mainstreaming" in the United States. Traditionally, in Russia, there has been little or no integration of handicapped individuals with non-handicapped ones, resulting in the isolation of both special-needs children and adults. Recent changes in Russian law call for transforming the methods used to educate the children; however, there is very little experience on how to implement the change.



"For us, it was like being told to build a bicycle. We know the bicycle has already been invented, but we never saw one."

— Olga Topchiy, MD, Vocational Training Team leader, on the purpose of the team

Careful planning went into the team's 11-day Vocational Training Team (VTT) visit, with the detailed program of education and observation centered in the Eureka and Santa Rosa regions of California. The idea was first launched when (then) Governors-elect Evgenia Terekhova and Helaine Campbell discussed the possibility at International Assembly in 2013. They called in J. Kim Bauriedel, MD, past GSE team leader and frequent Rotary volunteer to Russia, to plan the program. The VTT was funded by a D-5130 District grant.



The Rotary team observing a classroom at a local high

Russia uses a medical model, with physicians coordinating the type of education received by special-needs children. The three physicians on the team, and their translator, participated in numerous meetings and discussions, and observed the work of multi-disciplinary teams working with special-needs children. About eight hours each day focused on training and professional interactions; cultural and social activities took place as well.

A key element of the VTT plan is sustainability. What will happen when the team returns home? While in California, the team met with the Office of Education and discussed the action steps to get started. The physicians say they know it will take time to do so as the United States has had this system under development for 40 to 50 years. "It is a new perspective and one to which we are totally committed," Dr. Topchiy says. The Vocational Training Team was one step in the process and developing the experience it offered the team was critical. "It would be very difficult if only one person had this experience and tried to share ideas and impressions."

"In California, we saw the bicycle. Now it is time to build one in Russia."

A plan of development is in its first stages. Dr. Topchiy says that, out of necessity, the plan will be flexible in order to find the best way for Russia to go forward and to incorporate the other physicians who will be involved when the team returns home.



New Clubs Chartered

Congratulations to the 10 new clubs which debuted in our two Zones during the 2013-14 Rotary year, as well as to their sponsoring Districts.

We note with interest that fully half of these are e-clubs, and that at least several of the “regular” or “terra” clubs are focusing on young professionals and rely more on Facebook than on a website for communication.

E-Clubs

E-club of SOWNY (southern Ontario and western New York). District 7090. <http://www.rotaryclub7090.org/>

E-club of District 5010, Alaska-Yukon. District 5010. <http://rotaryclub5010.org/>

E-club of Siberia (Russian speaking), District 2225. <http://eclub Siberia.com/index.php/en/>

E-club Premier (French speaking), District 7040. <http://www.rotaryclubpremier.org>

E-club of Hunterdon Horizon, District 7510. <http://www.clubrunner.ca/Portal/Home.aspx?accountid=9995>

Terra Clubs

Surrey Central City, District 5050. <http://www.centralcityrotary.com/>

Chestermere, District 5360. FMI: Andrew Keirstead
andrew@thornsmeltz.com

St. Thomas Railway City, District 6330. <https://www.facebook.com/strrcc>.

North Brooklyn, District 7255. <https://www.facebook.com/pages/North-Brooklyn-Rotary-Club/458487500950917>

Westwood, District 7490. <http://www.westwoodrotarynj.com/>

New Generation

Advanced RYLA: Focusing on Professional Development

By Greg Garofolo, Advanced RYLA Conference Facilitator

“Passion. Purpose. Action.” This is the motto of the five-day Advanced RYLA program hosted by District 7980 in Connecticut. Built for a new generation of change-makers aged 19-29, Advanced RYLA (ARYLA) develops young adults for today’s workforce by focusing on professional leadership skills that are not commonly addressed in university curriculum or corporate training programs. The conference challenges attendees in areas including conflict management, interpersonal skills development, and maintaining a balanced lifestyle between work, school, family, health, and personal commitments.

While ARYLA’s organizers have engaged corporate and non-profit professionals to develop programming designed to enhance problem-solving, public speaking and presenting skills, they have complimented traditional RYLA training techniques with compelling speakers who have been successful in leading personal lives built upon passion, purpose and action. These external leaders have paired their powerful stories and messages with practical tools and skill-building methodologies with the participants that they can then carry with them beyond the conference.



Core to the ARYLA curriculum is the “Modern Issues Challenge,” a four-day exercise designed to push attendees to the edge of their comfort zones. Created with input from a business school professor, former McKinsey and IBM consultants, and experienced RYLA organizers, ARYLarians are asked to creatively design an

organization to solve a problem or a need within the community. Teams flow through the group development model of “forming, storming, norming and performing” in a very short time while being pushed to meet planning milestones, conduct research, and create a professional go-forward plan and pitch to be presented to a panel of judges at the end of the conference.

It’s not just for show: The winning team receives start-up funding for their project. In the past two years, judges have included executives from Fortune 100 companies, civic leaders, non-profits, and Rotary leaders. One such project was “SmART Waste” designed by ARYLarian Pauline Galezowski during the 2013 ARYLA. This recycling program is already implemented in four elementary schools in New Britain, CT.

Some of the over 60 alumni have taken their ARYLA experiences and created new Rotaract clubs or assumed leadership positions within existing ones. Other graduates have joined Rotary and made an immediate impact globally and locally. An example is Batuka Baterdene, a Rotary E-Club New England member from Mongolia. Batuka is determined to bring much-needed maternal and pediatric medical equipment to rural Mongolian clinics, and with the support of D-7870 PDG Tony Gilmore, clubs in New England and Mongolia completed their \$60,000 funding objective for this Global Grant in a few short months.

Advanced RYLA debuted in 2012, under the leadership of former Youth Exchanger and RYLarian Justin Phillips. This year, ARYLA alumni Honore Johnson from D-7950 and Tom Brown from D-7980 led the program planning – taking ownership of the programming and critical project leadership components.

The program continues to grow. This month, over 40 attendees from the U.S. and across the globe will take part in ARYLA 2014. To discover more, to learn how you can sponsor an ARYLarian or to promote the program in your District, visit www.aryla7980.com.

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New Generation

A Leadership Camp where Everyone is Under Age 30


By PDG Marty Helman

What happens when you bring 140 fifteen-year-olds to leadership camp — with facilitators who may be only two years older than the campers themselves? The answer: Leadership magic. District 7780's RYLA program is exclusively for students who have just completed their sophomore year in high school — and the facilitators are all recent graduates of the program, most still high school- and college-age themselves. An exception is RYLA's executive director: Rotarian Jared Avery is a former RYLarian who is now a young professional and father in his early 30s.

This four-day RYLA takes place in a camp-based setting in Maine. Students are divided into groups of 12, and it's a RYLA rule that no two students from the same high school can be in the same group. This reinforces the freedom for the young people to "be themselves" without fear of social repercussion after they return home. RYLA also removes the teens from their electronic universe: At camp there are no cell phones, no iPads, no communication with the outside world. These RYLarians are as removed from their "bubble" as it is possible to be and still be only a few hours from home.



Camp starts off with trust falls and getting-to-know-you exercises; the group moves through the next four days with a series of "ropes course" activities that typically involve getting the entire team through a maze or across a hurdle. For each activity, the youthful facilitators explain the activity and the challenge, as well as the safety issues, and then leave it up to the campers to figure out how to proceed.

The facilitators stress that "winning" is not measured by individual success, but rather, by group achievement. After each exercise, the facilitators sit down with the team for an "introspection" to discuss what went well, what could have been done better, whether the input of each camper was valued, and how the Four-Way Test played into the process. It is through these discussions that the RYLarians learn leadership styles and skills, and hone their own. 

RYLA goes deeper. When a take-charge kind of leader emerges from the group, the facilitators wait for the next exercise, then blindfold or mute that leader in order to force another team member to step up. Alternatively, if the facilitators feel that a member of the group is holding back, that person may find himself the only team member who is NOT blindfolded. The facilitators ensure that everyone takes their turn.

On the last day of RYLA, the campers are sent out into the woods for a two-hour solo, armed only with paper and pencil. They are asked to write down what they've learned, and more important, their personal goals going forward. These notes are collected and mailed back to them six months later, along with a cover letter asking them how they are doing on their goals. Included in the mailing is an application to return as junior staff to be trained as a RYLA facilitator and leader. Each year, about 40 percent of the campers apply to return as staff, and each year, there's room for only a half dozen or so — the best of the best — to be selected.

Meanwhile, through RYLA, a remarkable group of high school leaders learn to explore their strengths, work on their weaknesses, and grow as leaders — all through Rotary.

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Leadership

Rotarians Receive Prestigious Rotary Recognition

Rotarians in our two Zones were honored during the 2013-14 Rotary year with awards that represent their ongoing humanitarian service and achievements through Rotary. They are listed here, along with their club and District. We honor their achievements and congratulate them on their awards.

The Rotary International Service Above Self Award

Recipients must demonstrate exemplary humanitarian service with an emphasis on personal volunteer efforts and active involvement.

Magdalen R. Leung	Richmond Sunset, BC	D-5040
Pete T. Erickson	Moses Lake, WA	D-5060
Bernard L. Carriere	Lethbridge, AB	D-5360
Ronald E. Grue	Camrose, AB	D-5370
Peter Twynstra	Grand Bend, ON	D-6330
Dawn E. Marshall Straka	Peterborough Kawartha, ON	D-7010
William R. Gray	Cataraqui-Kingston, ON	D-7040
J. Louis Turpin	Rhinebeck, NY	D-7210
Janet DiBenedetto	Pleasantville, NY	D-7230
Rajesh C. Patel	Riverhead, NY	D-7255
Charles L. Stoup Jr.	Carlisle, PA	D-7390
Malanie A. Tek Visgilio	Hawley, PA	D-7410
James R. Cole	Englewood, NJ	D-7490
Augustine Pushparaj	Summit-New Providence, NJ	D-7510
Roger Fagan	Portland, ME	D-7780
Christopher E. Parkinson	Bow, NH	D-7870
Richard S. Lawrence	Manchester, NH	D-7890
Terri Marcucci Fitch	Newport, RI	D-7950
Alan R. Hurst	East Hampton, CT	D-7980

The Rotary Foundation Citation for Meritorious Service

Recipient must demonstrate outstanding active service to The Rotary Foundation for more than one year.

Walter Haessel	Calgary, AB	D-5360
Tanya F. Wolff	Sarnia, ON	D-6330
Lisa McCoy	Gravenhurst, ON	D-7010
Elizabeth M. Miller	Cornwall Sunrise, ON	D-7040
Douglas W. Vincent	Woodstock-Oxford, ON	D-7080
Roy Sheldrick	Ancaster, ON	D-7090
Paul E. Caruso	New York, NY	D-7230
George D. Solomon	Greenport, NY	D-7255
Concetta M. Spark	York-East, PA	D-7390
Vasanth Prabhu	Central Chester County (Lionville), PA	D-7450
Kathleen M. Hiltner	Moorestown, NJ	D-7500
Thomas R. Veevers Sr.	White Horse (Stratford-Lindenwold), NJ	D-7640
Ellen Marie Labrie	Portsmouth, NH	D-7780
Richard L. Rogers	St. Stephen-Milltown, NB	D-7810
Elve Heyge	Kentville, NX	D-7820
Alan W. Bowers	Athol-Orange Area, MA	D-7910
James J. Satterwhite	Madison, CT	D-7980

Information provided by the RI Awards Department, One Rotary Center, Evanston, IL.

Membership Growth Comparison and Two-Year History

District	July 1, 2012 *	2013-14 Year To Date				Two-Year Change	
		July 1, 2013*	Jun 15 2014**	# Change	% Change	# Change	% Change
				July 1 to June 15		July 1 2012 to June 15 2014	
2225	489	469	518	49	10.45%	29	5.93%
5010	1774	1734	1777	43	2.48%	3	0.17%
5040	1524	1514	1557	43	2.84%	33	2.17%
5050	2744	2604	2693	89	3.42%	-51	-1.86%
5060	2712	2662	2692	30	1.13%	-20	-0.74%
5360	2159	2038	2036	-2	-0.10%	-123	-5.70%
5370	2249	2265	2314	49	2.16%	65	2.89%
5550	1606	1584	1575	-9	-0.57%	-31	-1.93%
Total Zone 24W	15,257	14,870	15,162	292	1.96	-95	-0.62%
6330	1943	1857	1863	6	0.32%	-80	-4.12%
7010	1580	1554	1603	49	3.15%	23	1.46%
7040	2075	1964	1968	4	0.20%	-107	-5.16%
7070	2070	2026	2064	38	1.88%	-6	-0.29%
7080	1783	1761	1756	-5	-0.28%	-27	-1.51%
7090	2483	2403	2434	31	1.29%	-49	-1.97%
7790	1799	1761	1777	16	0.91%	-22	-1.22%
7810	1233	1200	1196	-4	-0.33%	-37	-3.00%
7820	1576	1591	1603	12	0.75%	27	1.71%
Total Zone 24E	16,542	16,117	16,264	147	0.91%	-278	-1.68%
7210	1727	1693	1693	0	0.00%	-34	-1.97%
7230	1502	1404	1405	1	0.07%	-97	-6.46%
7255 ①	1980	1799	1885	86	4.78%	NA	NA
7390	2435	2344	2352	8	0.34%	-83	-3.41%
7410	1033	1078	1072	-6	-0.56%	39	3.78%
7430	1894	1837	1829	-8	-0.44%	-65	-3.43%
7450	1607	1502	1550	48	3.20%	-57	-3.55%
7470	1274	1223	1220	-3	-0.25%	-54	-4.24%
7490	1256	1267	1286	19	1.50%	30	2.39%
7500	1201	1194	1176	-18	-1.51%	-25	-2.08%
7510	1165	1108	1106	-2	-0.18%	-59	-5.06%
7640	1222	1160	1158	-2	-0.17%	-64	-5.24%
7780 ②	1773	1641	1670	29	1.77%	-103	-5.81%
7850	1604	1564	1603	39	2.49%	-1	-0.06%
7870	2281	2181	2172	-9	-0.41%	-109	-4.78%
7890	2288	2227	2230	3	0.13%	-58	-2.53%
7910	1475	1493	1616	123	8.24%	141	9.56%
7930 ②	1916	1913	1977	64	3.35%	61	3.18%
7950	2462	2357	2392	35	1.48%	-70	-2.84%
7980	2362	2269	2287	18	0.79%	-75	-3.18%
Total Zone 32	34,457	33,254	33,679	425	1.28%	-778	-2.26%
Total 24 & 32	66,256	64,241	65,105	864	1.34%	-1151	-1.74%

*Based on July 1 SAR

** Data reflects official membership numbers based on club input to MAP (June 15, 2014)

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 D7780 to D7930 effective July 1, 2013

Be a Rotary Champion!

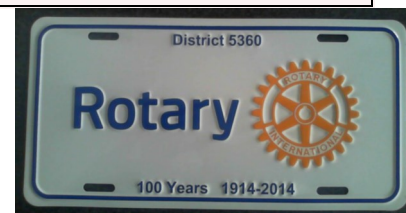
By Penny Offer, Zone 24 West Rotary Public Image Coordinator

Are you a Rotary Champion? This past year we were introduced to the new image for Rotary – a new logo, a new look and a new voice. We have many new tools and resources to work with to strengthen our Rotary brand around the world.

But we need each Rotarian — each club, District and program of Rotary — to be a Rotary Champion, to clarify Rotary's message and strengthen our Rotary image. Our brand is not just our logo – it is each one of us as Rotarians and each of our clubs and Districts. Building enthusiasm for Rotary and promoting our organization starts with each one of us.

We have some wonderful tools – a refreshed look and a new understanding of Rotary as an organization that *unites leaders to exchange ideas and take action to improve our world*. So what can each of us do?

- ◆ **Adopt our Voice and Visual Identity:** Go to our Brand Center on the rotary.org [website](#) and download the Voice and Visual Identity Guidelines. They will help you tell your story with power and consistency.
 - ⇒ Review your club's promotional materials and use the templates as a starting point for your club brochures and fliers.
 - ⇒ Look at the sample images and see how they inspire you to create your own photos...images that reflect your club...your culture.
 - ⇒ The Guidelines include many logos, images, templates, videos and materials for you to use to promote Rotary in your community. And think big: The Rotary Clubs of Grande Prairie in District 5370 erected a new billboard welcoming visitors to their community!
- ◆ **Tell Compelling Stories with Consistent Messages:** Tell stories...about real people...people connected with other community leaders to make the world a little better.
 - ⇒ Pictures can create an emotional connection with your audience. You want to tug at their heartstrings...both in your stories...and in your pictures.
 - ⇒ Define the impact of your work. Remember, it's not about dollars...it's about lives changed. One child who can see. A town of 200 with clean, fresh water. A classroom of girls who can read.
- ◆ **Update your Website and Facebook Pages:** It's not just about using the new logo. It's about connecting with both your internal and external audiences to tell YOUR compelling story. It's telling the Rotary story and answering the question: "What's in it for a prospective member or donor, or advocate of Rotary?" There are many examples online of clubs and Districts using the new material like the one shown here from the Rotary Club of Ladner.
 - ◆ **Plan and Budget for Marketing:** Success doesn't happen by accident. It takes planning. Develop a Calendar of Events to map out your plans for the year. Put the right team in place for your public relations effort this coming year. Chose active, high-energy, take-charge people. Give them a budget to work with. Be creative – 2013-14 Gov. Pat Killoran from D-5360 gave all delegates at their conference a license plate with the new Rotary logo. What can you do?
 - ◆ **Beat the Drum and Don't Stop:** Get started NOW on your Public Image campaign for the year. Momentum matters if you want to enhance the Rotary public image in your community.



So be a Rotary Champion. Just think what 1.2 million Rotarians can do to strengthen our brand. We need all of us working together to tell OUR STORY. Let's see many more examples in Zones 24 and 32 in 2014-15 to **LIGHT UP ROTARY**.



Rotary Makes Headlines

Rotary received extensive media coverage throughout 2013, with more than 626 news organizations in 35 countries featuring our humanitarian efforts.

Of those, 58 articles appeared in top-tier international news outlets, including nine out of the 10 most influential as ranked by *Forbes* magazine, including the Associated Press, *The New York Times*, BBC, Agence France Presse, *The Washington Post*, and *The Wall Street Journal*.

Rotary's role in the fight to end polio was highlighted in top-level, global media at unprecedented levels last year. And Rotary's partnership with its celebrity ambassadors for polio eradication helped raise our digital visibility to new audiences via posts on endpolio.org and social media outlets.

Meanwhile, Rotary met the terms of its latest agreement with the Bill and Melinda Gates Foundation and has already received \$70 million in matching funds, which will be committed this calendar year.

We have four more years of this agreement remaining, during which the Gates Foundation will continue to match two-to-one every dollar Rotary spends on polio eradication, to a maximum of \$35 million per year.



Public Image

Rotary, Branding, and One Voice

By Linda Davies, president of Burlington Lakeshore Rotary

In 2011, Rotary embarked on a multiyear initiative of unprecedented scale to strengthen its image. In addition to expanding public understanding of what Rotary does, the program is meant to inspire us, as Rotarians, prospective members, donors, partners, and staff. It's meant to present a more unified, professional image to the world in the look, in the graphics, in the messaging.

As Rotary leaders, it behooves us to check it out. All of the templates with the new look are available at <https://www.rotary.org/en/document/851>

So, what's in it for me? How can this new branding, this ONE VOICE possibly help at the club level? Personally, I think Rotary International is on to something in a way that can help me, as a club president, look good and strengthen my club. After spending some time on the site I've decided:

- ◆ I, as club president, will look progressive and "with the times" when I reproduce some of my club's materials (letterhead, PowerPoints, newsletters, banners) with the new look.
- ◆ It will save the club money because we don't need to hire someone to upgrade our look or, alternately, just wallow in our old-fashioned ways.
- ◆ It will elevate the image of my Rotary clubthe new branding has a very sophisticated, good look and makes us look professional rather than homespun, folksy.
- ◆ It will make my club look more professional – which may in turn mean that we will have a better success rate with recruitment, and less like some weird, culty secret handshake organization.
- ◆ It has the potential to elevate image in community, help with fundraisers, donors, partners....It says that we are a professional group!
- ◆ It will save me time because I don't need to reinvent the materials.
- ◆ It will increase recognition....as RI embarks on its marketing campaigns and clubs offer this same consistent look....observers will say Aha! So, that's who they are!!
- ◆ Clubs will attract the younger, progressive 30- and 40-somethings who will respond favorably to the new professional image.

Do yourself a favor...if you haven't done so already, check out the changes, the new Rotary branding. There is a tool kit on the rotary.org site. Take a step to upgrade the look-and-feel of your club's information.

But some things never change....one of the best branding tools you have is your Rotary member pin. Continue to wear it proudly. It is recognized by Rotarians the world over, AND your Rotary pin remains unchanged as a proud symbol of your membership.



OUR VOICE, ONE VOICE, ROTARY'S VOICE.

Calendar of Events

July 16-20 — 2014 Advanced RYLA program for young professionals, sponsored by District 7980, Norwalk, CT. FMI: www.aryla7980.com

August 6-7 — 30th annual Strike-Out Hunger event. The Philadelphia Phillies give money to Polio Plus and TRF for every baseball ticket sold. In the evening, meet RI President Gary Huang at dinner. FMI: 856-665-6555.

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

Wednesday, October 9 — Million Dollar Dinner in D-7820, Halifax, NS. Goal: To raise \$1 million for The Rotary Foundation or the Bequest Society of the Rotary Foundation (Canada) with minimum donations of \$10,000. FMI: www.youareinvitedtodinner.com/

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

Saturday, November 1 — Rotary UN Day. FMI and to register: www.riunday.org.

January 17-19, 2015 — Past Officers Reunion, San Diego, CA. Come for the reunion and stay for the week as an observer during International Assembly. FMI: www.rotaryreunion.org.

January 18-24, 2015 — International Institute, San Diego, CA

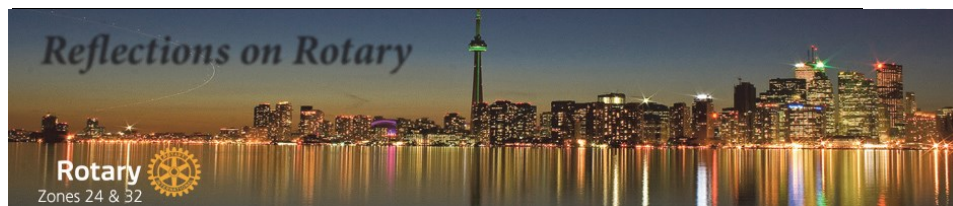
March-April — Spring semester, Rotary Leadership Institute. For dates and locations and to register, go to www.rotaryleadershipinstitute.org

June 7-10, 2015 — Rotary International Convention in Sao Paulo, Brazil.

September 21-27, 2015 — 2015 Zone 24-32 Institute, location TBA.

May 29-June 1, 2016 — RI Convention in Seoul, South Korea

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



Where in the World is Bruce?

By RI Director Julia Phelps

As Rotarians, we know that Dr. Bruce Aylward travels the world addressing Polio-related issues. Bruce is a true friend to Rotary in our work to eradicate Polio and he will be giving us an update on our efforts at Saturday morning's plenary session at the Zone Institute in Toronto this September (assuming there are no Polio emergencies in the world that week). Dr. Bruce Aylward is the Assistant Director-General for Polio, Emergencies and Country Collaboration, which brings together WHO's work in polio eradication, humanitarian response and country cooperation.

A Canadian physician and epidemiologist, Dr. Aylward is the author of some 100 peer-reviewed scientific articles as well as a number of book chapters on immunization and disease eradication. Dr Aylward joined the World Health Organization in 1992 as a



Medical Officer with the Expanded Programme on Immunization, working primarily in the areas of measles, neonatal tetanus and hepatitis vaccination and injection safety. He worked for seven years with national immunization programs at the field level in the Middle East, western Pacific, Europe, North Africa and central and Southeast Asia, before coming to WHO Headquarters in Geneva.

Since 1998, Dr. Aylward has been responsible for the oversight and coordination of all polio eradication activities across WHO's Regional Offices and the Global Polio Eradication Initiative partnership. He oversaw and managed the scale-up of the Global Polio Eradication Initiative, which since 1997 has expanded to operate in every polio-affected country of the world and reduced the number of polio-endemic countries to three.

Dr. Aylward received his medical training in Canada at the Memorial University of Newfoundland before undertaking specialist training in internal medicine in Vancouver, BC, where he focused on infectious diseases, particularly HIV/AIDS. He then trained at the London School of Hygiene and Tropical Medicine and the Johns Hopkins School of Public Health, where he received a Diploma in Tropical Medicine and Hygiene and a Masters in Public Health (*summa cum laude*) respectively, with a focus on vaccine-preventable diseases. During the course of his medical training, Dr. Aylward travelled and worked in countries throughout South America, Africa and Asia.

Make sure that you visit the Zone 24/32 website to register for the Institute. Once you get to the [website](http://www.rotary.org), just click on the Toronto skyline icon and you will find everything you need to know regarding registration. The price for the Institute goes up on August 15, 2014. Save a few dollars by registering today. You can also sign up for updates about Institute highlights. Institute Chair John and Carol Stairs, Steve and I are looking forward to seeing all of you in Toronto in October.

Julia