



# Rotary International Zones 24-32

*Beyond Borders*



• Bermuda • Canada • France • Russia • United States



## Julia Phelps

RI Director 2014-2016  
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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://zoneinstitute.net/



July 2015

## *The First Leg in a New Race!*

In last month's newsletter I wrote about completing in the final leg of the relay race. The baton had been handed off to us we needed complete the race with a strong finish. In a few weeks, the data will tell us whether or not we completed the race with a final kick or whether we limbed across the line. I hope it's the former. Today, we start a new race; a race where we have learned lessons from our predecessors. We owe them a great deal; they showed us how the race needs to be run; they showed us our strengths and our weaknesses. Now they are coaching us from the sidelines.

With our new head coach, President Ravi, we have a new set of goals (similar to those in past years) but with Key Performance Indicators (KPIs) driving our work and how we will determine success or failure. Every director was asked to set goals in the areas of membership and support of our Foundation. The goals that I set were completed with the assistance and information provided by the Rotary Coordinators and the Regional Rotary Foundation Chairs. The highlights of Zones 24 & 32 KPIs are as follows:

### **Increase membership by one new member per club**

- ⇒ Zone 24 Target = 31,901 total members
- ⇒ Zone 32 Target = 34,004 total members

### **Charter one new club per district (37 new clubs in our two Zones):**

- ⇒ Zone 24 Target = 17 clubs
- ⇒ Zone 32 Target = 20 clubs

### **Increase the percentage of women in both Zones to 33% of the membership**

### **Host specialized events focused on membership opportunities for young professionals or women**

- ⇒ Zone 24 Target = 2 events, 1 in 24East and 1 in 24West
- ⇒ Zone 32 Target = 1 event

### **Increase the total number of clubs participating in Global Grants and District Grants to 30%**

### **Increase the number of clubs contributing to The Rotary Foundation and to Polio-Plus to the following percentages:**

- ⇒ TRF Annual Fund Zone 24 Target = 96%
- ⇒ TRF Annual Fund Zone 32 Target = 94%
- ⇒ PolioPlus Zone 24 Target = 80%
- ⇒ PolioPlus Zone 32 Target = 70%

### **Conduct visits with all Districts in Zones 24 and 32 through face-to-face meetings or electronically**

- ⇒ Zone 24 Target = 14 face-to face visits with district leadership
- ⇒ Zone 32 Target = 16 face-to-face visits with district leadership

(continued on page 7)



Sylvan Barnet (acknowledging crowd) at the UN.

## *The Relationship Builder*

One Rotarian was instrumental in restoring the Rotary-UN connection. Sylvan (Barney) Barnet Jr., a pioneer in international public relations and a member of the New York City club in D-7230, was tapped by RI President Charles Keller in 1987 to re-establish Rotary's consulting status with the UN Economic and Social Council.

"From that time on, he became a bulwark in Rotary's close relations with the UN and various organizations," Keller wrote at the time of Barnet's death this past January.

Over time, the influence of nongovernmental organizations at the UN has increased, as issues concerning the environment, health, education, and human rights have taken over a larger portion of the agenda. As a result, Rotary's influence has grown.

Rotary's Board of Directors has gradually expanded the representative network to include UN specialized agencies headquartered in Geneva, Vienna, and Paris. The network today includes 30 Rotary leaders, appointed by the RI president, who communicate Rotary's priorities on a regular basis to these various bodies.

In 2013, the Board added two youth representatives, and appointed former General Secretary Ed Futa to serve as dean, in charge of setting the direction and strategy for Rotary's outreach in the international community.

The representatives in New York, today led by PDG Joe Lauren, annually organize a Rotary Day at the United Nations, which will take place this year on Saturday, November 7. Check the website: [www.riunday.org](http://www.riunday.org) for registration and more details.

## *Partners in Peace*

### How Rotary and the UN Partner for Peace

Ask almost anyone at the United Nations and they will know that Rotary, having helped to spearhead the Global Polio Eradication Initiative, has contributed to the 99 percent worldwide reduction in polio cases since the initiative began.

That recognition is no accident. For the last three decades, a network of Rotary representatives has been strengthening ties with the United Nations, its specialized agencies, and other international organizations: the League of Arab States and the European Union. These connections have enhanced Rotary's global visibility and network.

For example, Rotary representatives met three years ago with staff from the Organization of American States (OAS) to review recommended literacy requirements. That meeting led to representatives briefing the ministers of education for all OAS member countries on an approach to improve reading skills. Ecuador agreed to work with three Rotary districts and eight clubs on a Rotary-funded effort, backed by the OAS, which has been training teachers to meet literacy goals. "We flew to Ecuador and met with the vice president, who happens to be a Rotarian," says Richard Carson, Rotary's representative to the OAS. "It was a successful project and has been going on for three years now."

"Just by having a presence at the United Nations building and in meetings of [nongovernmental organizations], it's given Rotary much greater credibility," adds D-7490's PDG Joe Lauren, the primary representative to the UN in New York.

Adds D-7470 PDG Brad Jenkins, a former Rotary representative to the UN now

serving as an adviser: "It is a constant chance for us to coordinate what we are collectively doing. As far as water goes, it's known we have over 8,000 Rotary clubs involved in water projects. We talk about their work pretty frequently at the agency meetings we attend, and of course, we constantly talk about our Rotary Peace Fellows."

The roots of Rotary's representative network predate the formal chartering of the UN after World War II. In 1942, Rotary clubs from 21 nations organized a conference in London attended by ministers of education to develop ideas for advancing education, science, and culture across nations. This meeting was the impetus for what is known today as UNESCO -- the UN Educational, Scientific, and Cultural Organization.

Delegations of Rotary members helped draft the UN Charter in San Francisco in 1945 and gave the organization strong support during its early years, until the Cold War turned it into an ideological battleground. Rotary's participation decreased over the following decades in keeping with its policy against political involvement.

The spark that restored Rotary's interest in the UN was the launch of the campaign to eradicate polio in 1985, and the ensuing partnership with the World Health Organization and UNICEF. "With the advent of PolioPlus, it became very important to re-establish our presence," says Jenkins.

—Arnold R. Grahl, *Rotary News*



@2014 Rotary International/Monika Lozinska

### Rotary Coordinators

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## Leadership

### Zone 24-32 Rotarians Earn Prestigious Rotary Recognition

Rotarians in our two Zones were honored during the 2014-15 Rotary year with awards that represent their ongoing humanitarian service and achievements through Rotary. They are named here, along with their Rotary Club and District. We honor their achievements and congratulate them on their award.

#### The Rotary International Service Above Self Award

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

Kapitalina Alexeyeva	Yakutsk	2225
William Lee Hopper III	Anchorage	5010
Laurence Stinson	Chilliwack	5050
Earl Tilly	Wenatchee North	5060
Steven Rickard	Calgary West	5360
Benjamin Doz	Edmonton West	5370
Benjamin Coe	Watertown	7040
Gordon Crann	Toronto-Earls Court	7070
William Carter	Kitchener-Conestoga	7080
Paul Beaulieu	Quebec-Charlesbourg	7790
Robert Chagrasulis	Calais	7810
Roger Sevigny	Kentville	7820
Samuel Enders	Yonkers-East Yonkers	7230
Thomas S. Davis	Hershey	7390
Patricia Smith	Blue Bell	7430
Timothy Eustace	Maywood	7490
Edna K. Stout	Hamilton/Washington Township	7510
Michael Razza	Westwood	7910
Keith Harris	Ipswich	7930
David I. Clifton	Sharon	7950
Robert J. Vossler	Bridgeport	7980

#### The Rotary Foundation Citation for Meritorious Service

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

Penny Offer	Ladner	5040
David Robinson	Chilliwack	5050
Carl D. Fotheringham	Mildmay	6330
Robert Palmateer	Bolton	7080
Gregory Coldwell	New Minas Sunrise	7820
Tamton Mustapha	Kinderhook TriVillage	7210
Benjamin Hoover	York	7390
Karien Ziegler	West Orange	7470
Joseph Scandariato, Sr.	Hamilton Township	7510
John Peterson	Billerica	7910
Paulette Boudrot	Weymouth	7950



## Attention Col Delegates!

The required training for all 2016 COL delegates will be held at the Zone 24/32 Institute on Friday, September 25, 2015. There will be a breakout session, after the training for COL, on Friday afternoon for all interested Rotarians to discuss the proposed legislation and provide feedback to delegates, on the issues the Council will be addressing. COL delegates are strongly encouraged to attend this breakout session.

The cost for PDGs who are attending only this portion of the Zone Institute is \$95. The cost includes Friday's breakfast and all registration and COL materials.

I want to encourage you to come for the entire Institute which starts on Thursday afternoon at 1:00 p.m. and concludes on Sunday morning after brunch. I understand, however, that some of you have professional commitments and will only be able to attend on Friday.

I look forward to seeing all of you in September and then at the COL in 2016.

—Julia Phelps, RI Director 2014-16

## Quilt for Polio

At the past two Institutes we have collected quilt squares from across our two Zones to create quilts that we have auctioned to support PolioPlus. Last year's quilt went for \$5,000 !

WE ARE DOING IT AGAIN!

If you are an incoming governor, be sure you bring a square for next year's quilt to Providence — if you don't send it prior to the Institute, that is!

Some Districts are planning to send TWO squares, one for the quilt we are assembling for this Zone Institute and one for the next.

It isn't hard to find a quilter in your District, and thanks in advance for your help in eradicating polio.

—Carol Toomey, 978.371.2442  
carolrotary@gmail.com

# Get Fired Up for Rotary!

September 21-27, 2015



## Ellen Kumata, Expert on Learning to Lead, Will be with us in Providence

Ellen is Cambria Consulting's managing partner and the founder of Cambria's executive coaching practice. Cambria Consulting, founded in 1985, is a Boston-based management consulting firm specializing in HR solutions and services. Its clients include JP Morgan Chase, Microsoft, Lilly and NASA .

Ellen has over 25 years of experience working with Fortune 500 companies to ensure their leadership strategy, governance, and organizational structure support their business strategies. Her engagements have spanned the strategic talent management field, with a specialty in working with the CEOs and senior leadership of complex global organizations. This work has included succession planning, executive and high-potential development, leadership team effectiveness, performance management, and selection. A recognized thought leader in the field of executive coaching, Ellen coaches board members, CEOs, C-level succession candidates, and other high-potential leaders. Her clients have spanned a wide range of industries, from financial services to manufacturing, from biotech startups to major federal agencies.



In addition to her leadership role at Cambria, Ellen serves on the boards of for-profit and nonprofit organizations. Before joining Cambria in 1988, Ellen was a principal of McBer and Company (now part of the Hay Group). Prior to that, she was an associate professor at California State University, Stanislaus, and earlier, an assistant professor at Michigan State University. Ellen has been admitted to the State Bars of Michigan and California.

Ellen holds an MSc in industrial relations and personnel management from the London School of Economics and Political Science; a JD from Wayne State University Law School; and a BA in psychology from the University of Michigan. Among Ellen's numerous publications, presentations, and speaking engagements are "Managing Coaching Practices: The Good, the Bad, and the Ugly," Society for Industrial & Organizational Psychology (SIOP) annual conference 2011; and co-author of "The Coaching Impact Study: Measuring the Value of Executive Coaching," *International Journal of Coaching in Organizations* (Volume 4, Issue 3, 2006).

Please join us in Providence!

Liz Cullen, Chair, Zone 2015 Institute  
[lizgcullen@yahoo.com](mailto:lizgcullen@yahoo.com)

## Membership Growth Comparison — 2012 to 2015 YTD

District	July 1, 2012	June 30, 2014	2014-15				Cumulative Total	
			Jul 1 2014	Jun 16 2015	# Change	% Change	# Change	% Change
					Jun 30 2014 to Jun 16 2015		July 2012 to Jun 2015	
2225	489	500	501	458	-42	-8.40%	-31	-6.34%
5010	1774	1736	1726	1727	-9	-0.52%	-47	-2.65%
5040	1524	1503	1477	1500	-3	-0.20%	-24	-1.57%
5050	2744	2658	2635	2621	-37	-1.39%	-123	-4.48%
5060	2712	2629	2582	2709	80	3.04%	-3	-0.11%
5360	2159	2003	1971	2005	2	0.10%	-154	-7.13%
5370	2249	2279	2247	2321	42	1.84%	72	3.20%
5550	1606	1523	1513	1541	18	1.18%	-65	-4.05%
<b>Total Zone 24W</b>	<b>15,257</b>	<b>14,831</b>	<b>14,652</b>	<b>14,882</b>	<b>51</b>	<b>0.34%</b>	<b>-375</b>	<b>-2.46%</b>
6330	1943	1827	1827	1830	3	0.16%	-113	-5.82%
7010	1580	1582	1524	1576	-6	-0.38%	-4	-0.25%
7040 ②	2075	1922	1915	1917	-5	-0.26%	-158	-7.61%
7070	2070	2032	2006	2053	21	1.03%	-17	-0.82%
7080	1783	1724	1704	1726	2	0.12%	-57	-3.20%
7090	2483	2447	2411	2410	-37	-1.51%	-73	-2.94%
7790 ②	1799	1758	1723	1757	-1	-0.06%	-42	-2.33%
7810	1233	1187	1180	1190	3	0.25%	-43	-3.49%
7820	1576	1584	1557	1606	22	1.39%	30	1.90%
<b>Total Zone 24E</b>	<b>16,542</b>	<b>16,063</b>	<b>16,542</b>	<b>16,065</b>	<b>2</b>	<b>0.01%</b>	<b>-477</b>	<b>-2.88%</b>
7210	1727	1675	1643	1654	-21	-1.25%	-73	-4.23%
7230	1502	1395	1376	1338	-57	-4.09%	-164	-10.92%
7255 ①	1980	1858	1721	1837	-21	-1.13%	NA	NA
7390	2435	2344	2335	2366	22	0.94%	-69	-2.83%
7410	1033	1069	1052	1141	72	6.74%	108	10.45%
7430	1894	1804	1768	1773	-31	-1.72%	-121	-6.39%
7450	1607	1525	1508	1495	-30	-1.97%	-112	-6.97%
7470	1274	1182	1171	1213	31	2.62%	-61	-4.79%
7490	1256	1283	1187	1195	-88	-6.86%	-61	-4.86%
7500	1201	1169	1185	1177	8	0.68%	-24	-2.00%
7510	1165	1097	1092	1057	-40	-3.65%	-108	-9.27%
7640	1222	1132	1119	1111	-21	-1.86%	-111	-9.08%
7780 ②	1773	1650	1613	1664	14	0.85%	-109	-6.15%
7850	1604	1579	1536	1526	-53	-3.36%	-78	-4.86%
7870 ②	2281	2141	2118	2164	23	1.07%	-117	-5.13%
7890	2288	2197	2155	2122	-75	-3.41%	-166	-7.26%
7910	1475	1599	1575	1545	-54	-3.38%	70	4.75%
7930 ②	1916	1967	1955	1964	-3	-0.15%	48	2.51%
7950	2462	2353	2197	2280	-73	-3.10%	-182	-7.39%
7980	2362	2238	2308	2245	7	0.31%	-117	-4.95%
<b>Total Zone 32</b>	<b>34,457</b>	<b>33,257</b>	<b>32,614</b>	<b>32,867</b>	<b>-390</b>	<b>-1.17%</b>	<b>-1590</b>	<b>-4.61%</b>
<b>Total 24 &amp; 32</b>	<b>66,256</b>	<b>64,151</b>	<b>63,808</b>	<b>63,814</b>	<b>-337</b>	<b>-0.53%</b>	<b>-2442</b>	<b>-3.69%</b>

Data based on official RI reports on dates indicated.

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

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

(Director Julia Phelps' column continued from page 1)

In addition, my personal goals will remain the same for this upcoming Rotary year:

- ⇒ I will make a contribution to our Rotary Foundation by July 31, 2014
- ⇒ I will sponsor a new member into Rotary by September 30, 2014
- ⇒ I will wear my Rotary pin every day.

I was able to accomplish all three of these last year and will work to lead by example again this year. And again I challenge each of you, as past, present and future leaders in Zones 24/32, to **lead by example**. I will keep you posted on my progress on these goals as well.

As I shared with you last year, the idea of focusing on bright spots came from the book, *Switch, How to Make Change when Change is Hard*. I reread the book again in April and shared it with all of our two Zones' Rotary Coordinators, Rotary Public Image Chairs and Regional Rotary Foundation Chairs and asked them to find the bright spots in each of their areas and share them with all of us. So again this year, you will see those ideas, those bright spots in the newsletters.



These bright spots are going to be recognizable by this round, colorful icon shown here, i.e. a bright spot. You will see several in this edition of the newsletter. I want to encourage all of you to share the bright spots from your clubs or District with your coordinators, PDG Marty Helman, our newsletter editor, or me. We'll do our best to include all of them in future issues of the newsletter.

Again this year, we have lots of work ahead of us, so let's get busy and **Be a Gift to the World!**

—Julia

## Vocational Service

### Attitude Provides Power to Do the Remarkable

By Ian E. Lancaster, Zone 24 East Assistant Rotary Coordinator

My classification is 'Nursing – Palliative Care' and my vocation has given me rare insight into life. I'm very, very fortunate to be able to help guide people at the most difficult time in their lives. I want to share some insights that have come my way through personal experience, considerable research and a little soul-searching.

One of the most important steps you can take toward achieving your greatest potential in life is to learn to monitor your attitude and its impact on your work performance, relationships and everyone around you.



What attitude do you bring to work with you? No puzzled looks please. In general, people don't have a high level of attitude awareness. They'll know if they're hungry or if their feet hurt, but they usually don't have a good handle on their attitude. Yet attitude is everything. It governs the way you perceive the world and the way the world perceives you.

We all have a choice. We can choose an inner dialogue of self-encouragement and self-motivation, or we can choose one of self-defeat and self-pity. Each of us encounters hard times, hurt feelings, heartache, and physical and emotional pain. The key is to realize it's not what happens to you that matters; it's how you choose to respond.

Many of our current behavior patterns were programmed into our brains at a very early age. The information that was recorded by our brains could have been completely inaccurate or cruel. The sad reality of life is that we will continue to hear negative information, but we don't need to program it into our brains.

The most influential voice you hear is your own inner voice. It can work for or against you, depending on the messages you allow. It can be optimistic or pessimistic. It can wear you down or cheer you up. You control the sender and the receiver, but only if you consciously take responsibility for and control over your inner conversation.

As a Rotarian engaged in a business or a profession, we are expected to bring our best attitude with us and consider our profession as an opportunity to serve.

What incites you to take action to change your life and the lives around you? Basic motives include love, self-preservation, anger, financial gain and fear. Self-motivation requires enthusiasm, a positive outlook, taking care of your health and a belief in yourself and your God-given potential.

With your progressive attitude, you'll do everything in your power to distinguish your profession and promote its highest ethical standards. You'll be fair and respect all you come in contact with, whether personal or professional, and offer your skills to work for the relief of the special needs of others, and to improve the quality of life in your community and the community at large.

Your affirmation as a Rotarian is to serve humanity through your vocation/profession and to do good in the world.

When we have the right attitude, we can do the remarkable!

*Ian Lancaster, a member of the club of Northumberland Sunrise, is the District 7070 Vocational Services Chair and Vocational Training Team Chair.*

## PolioPlus Update

What a difference a year makes! The 2004 calendar year saw 306 polio cases reported in Pakistan, 28 in Afghanistan, 6 in Nigeria, and 19 more in a total of six other countries.

As of June 24, there have been 25 cases reported this calendar year in Pakistan, and four in Afghanistan. Period. None have been reported in Nigeria or any other country.

There's more: The last case in Nigeria was reported July 24, 2014; as we go to press we are in line to report Nigeria polio-free for a full year. That's terrific news, and even better: Rotarians at the recent International Convention in Sao Paulo heard that the goal to total elimination can now be counted in months, not years.

## Help Kick Polio Off the Planet

While the news is remarkably encouraging, we cannot relax during the last stretch. Here's a way to have fun and raise funds at the same time: Go to a soccer game!

A minimum of \$5 per ticket to designated soccer games will be donated by the soccer league to end polio.

The three games will be:

- August 1 Gillette Stadium (outside Boston)
- September 12 Philadelphia
- October 3 Toronto

Stay tuned for more info via Facebook and email!  
—Carol Toomey  
Zone 32 PolioPlus Coordinator



## PolioPlus

### How One Small Club Raised \$10,000 for Polio!

*By Jan Draper, Public Relations Chair, Boundary Rotary Club*

*What happens when a polio survivor and friend of Rotary donates money to a local musician in a crowd-funding drive and is offered a free concert in return? Ten thousand dollars raised for PolioPlus is the unexpected result!*

Graham Moodie, from Lennoxville, Quebec, mentioned to a friend that he had been promised a free concert in return for a donation toward a local musician's new CD. He was wondering what he could do with the free concert. "No puzzle there," said his friend, who is a member of the Rotary Club of the Boundary, which straddles the Vermont-Quebec border in District 7850. "Organize a fund raiser for Polio Plus."

Several months later, the concert took place. Along the way, the band — and their leader, Tim Brink — volunteered to donate their time, and another musician, Matthew McCully, agreed to do the same. The Piggery Theater hosted the event and accepted only enough money to cover basic costs. (Yes, the venue is a converted pig barn, but only the name and the collection of "pigianna" give that away!)

The two musicians knew little about polio until Graham explained about PolioPlus, iron lungs, what NID stands for, and how he had missed a year of school because of polio. Tim and Matthew got on board. They created a Facebook event page which featured information about the history of polio, PolioPlus and the Bill and Melinda Gates Foundation's contribution and commitment. Tim Brink did interviews with two local radio stations — one in English and one in French — playing one of his new releases and telling young listeners about what he had learned about polio and how we are "This close" to eradication. He visited the nearby Sherbrooke Rotary Club and sold over 20 tickets.

Local newspapers featured articles before and after the event and included some of the photos showing children who Rotary did not reach in time. Graham even managed to have a reporter from the *Montreal Gazette* publicize the event and report the great results. Graham was interviewed by CBC's Breakaway. As a result, the whole Province heard the story of polio and of one small Rotary Club's effort to help in the endgame.

The poster was another win-win. District 7850's PDG Sonny Holt has taken part in immunizations in India. Sonny had posted a fabulous photo of his wife Deb with two children who Deb immunized. One of Tim's friends turned the photo into a really effective poster that was printed at no charge by local printer Metrolitho.

A total of 176 people came to the concert. The tickets were inexpensive and a local pub hired a bus to provide young people with transport at a minimal cost. (We are a very rural area with little public transport.) Our musicians outdid themselves performing three long sets. The house rocked. Everyone had a great time!

Ticket sales and donations came to \$3500. This turned into \$10,000 with the Gates Foundation two-for-one match. And did I tell you? The 80-year old Boundary Club has only 12 members. Big things can happen by a small group of dedicated Rotarians!



## Rotary International Support Team

### Club and District Support

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### The Rotary Foundation

#### Major Gifts Officers

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#### Annual Giving Officer: 24/32

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847-866-3261

### Rotary International

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www.rotary.org

## Public Image

### Public Image "Bright Spot" — The Rotary Club of Chilliwack

By Sean Hogan, Zone 24 West Public Image Coordinator

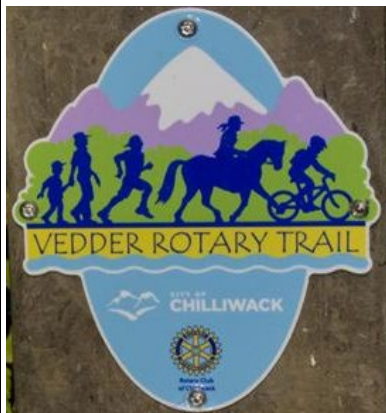
The Rotary Club of Chilliwack, BC, in District 5050 is extremely active in the community — and just as active in sharing the news of its activities.

To promote Rotary's literacy programs, including a School Breakfast Literacy Program and a large Book Sale, the club creates Rotary signage, Rotary bookmarks, and Rotary book bin boxes. The club places Rotary "Little Free Library" book shelves in different businesses in town. The club also creates a Literary Corner during the very popular local hockey games, which is promoted over the PA system.



Chilliwack Rotary also helped create a local and well-used Rotary Trail. This popular trail, used for walking, running, biking and horseback riding, receives significant media attention, and displays prominent Rotary signage.

Each year, Chilliwack Rotary organizes a Garden and Lifestyle Tour of 10 gardens with hundreds of visitors. The club arranges for advertisements and stories in local and provincial papers, with additional road signage during the event. At each garden is a club member host who promotes and provides information on Rotary to visitors.



The club uses indicators to help measure success. In many cases, the indicators are the number of tickets sold and/or the amount of funds made. These indicators reflect the number of participants / visitors involved.

For its websites and Facebook, the club uses many measurable indicators such as Google Analytics. The statistics gathered include page and tab visits, likes, post reach, engagement along with statistics on gender and country of origin.

The Rotary Club of Chilliwack is a "bright spot" both for the service that it provides as well as for ensuring that in doing its good work, it informs both members and the public about Rotary and promotes Rotary's public image.



## Calendar of Events

**September 21-27, 2015** — 2015 Zone 24-32 Institute, Providence, RI. "Get Fired Up for Rotary" at the Omni Providence Hotel, Rhode Island Convention Center in Providence, RI. Register: <http://rotaryzones24-32.org>. FMI: PDG Liz Cullen, Institute Chair, [lizcullen@yahoo.com](mailto:lizcullen@yahoo.com)

**Saturday, November 7, 2015** — Rotary UN Day, New York City. Adult registration will open mid-July and youth registration mid-September. . Check the website FMI: [www.riunday.org](http://www.riunday.org)

**January 15-16, 2016** — Presidential Conference—Peace and Conflict Resolution, Ontario, CA. FMI: [www.peaceconference2016.org](http://www.peaceconference2016.org)

**January 18-23, 2016** — International Institute , San Diego, CA.

**February 19-20, 2016** — Presidential Conference—Disease Prevention and Treatment, Cannes, France.

**February 27-28, 2016** — Presidential Conference — Economic and Community Development, Cape Town, SA.

**March 12-13, 2016** — Presidential Conference, WASH in Schools, (emphasis on Literacy), Mumbai, India.

**March 18-19, 2016** — Presidential Conference, WASH in Schools (emphasis on Water and Sanitation), Manila, Philippines.

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

**September 27-October 2, 2016** — Rotary Zone 24-32 Pre-Institute and Institute in Winnipeg, Manitoba.

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

**June 24-27, 2018** — RI Convention, Toronto.

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


**June 7-10, 2020** — RI Convention, Honolulu, HI

**2021** — RI Convention, Taipei, Taiwan (tentative).

## Membership

### A Changeover That Celebrates the Values of Rotary

By PDG Marty Peak Helman

Governor-elect Sheila Rollins, from District 7780 in northern New England, wanted a District Changeover event that would positively reflect the ideals of Rotary, that would be family-oriented and cost-conscious, and which would *not* take place in a hotel ballroom. She considered combining the District Changeover with a service project, but in the end, created something even more unique: She planned the Changeover to coincide with RYLA. 

District 7780's RYLA takes place each June at Camp Hinds, a Boy Scout camp located on a lake in southern Maine, which has a full COPE (Challenging Outdoor Personal Experience) course. The COPE activities—including group initiative games, trust events, low-ropes and high-ropes courses—are designed to teach the RYLA campers—and Boy Scouts—leadership and problem-solving skills.

Even though RYLA's Rotary leaders have invited Rotarians to visit the youth leadership program over the years, to date, few club Rotarians have availed themselves of the opportunity. Maybe, thought



A dress-down Michael McGovern inducts D-7780 Governor Sheila Rollins and the 2015-16 club presidents, while outgoing Governor Lawrence Furbish looks on.

governor-elect Sheila, combining the Changeover with RYLA would do just that. RYLA leadership embraced the concept, with the caveat that the Changeover take place the day before RYLA officially began—tucked into a time slot after RYLA's counselors had finished their training but before the campers arrived. Before long, a Changeover at Camp—complete with a potluck supper—was in the works.

Rotarians were welcomed to the Changeover with live music and then—those who dared to, at least—tried out a few COPE activities. Most of the Rotarians failed to finish their events, but all who participated came back more aware—and definitely more impressed—by the RYLA program and what the 15-year-old RYLarians experience each year.

The Boy Scout leadership also had a few surprises in store for the visiting Rotarians: In recognition of their on-going partnership with Rotary, the Scouts have officially named the area where the COPE course is located as "RYLA Ridge," and a trail that helps bring youth to the area was named after Rotarian and current RYLA executive director Jared Avery, in thanks for his 18 years with the program (starting as a camper).

Then it was on to the Scout Campfire Circle, where Trustee Vice Chair Mike McGovern inducted Gov. Sheila and the new club presidents. He told his audience that he had first come to Camp Hinds as a Boy Scout many summers ago, and impressed his audience by reciting (at top speed) the Scout Law.

All-in-all, it was a Changeover that celebrated RYLA and the goals of all Rotarians.



## Sing a Song of Rotary

Calling all musicians: Join in on a Rotary Foundation fundraiser that will make your music a gift to the world. I am a musician and musical publisher, and I am proposing to make a compilation CD of original songs by Rotarian musicians throughout the world that we can release in the fall. The CD will be offered for purchase to all Rotarians, with all profits to be donated to The Rotary Foundation. This will truly be our gift to the world!

The process is simple. You need to compose a song. The theme can be anything that falls within the Rotary areas of focus or will bring love, peace and happiness to its listeners. Please record as either a wave file or an MP3 format, and try to keep the song to three or four minutes.

Then send me the song — either via email or DropBox. Be sure to contact me and I can assist you. I will create a CD and manufacture copies for distribution. Although we may be limited on the number of songs we can fit on the CD I will do my best to get most of them on. Depending on the response we may have a second release for any of those that don't make it on the first version.

Keep up to date with this project at: <https://www.rotary.org/myrotary/en/exchange-ideas/groups/rotary-musicians>

—Sam Alecci, PO Box 505, Hawley PA, 18426; [music33@ptd.net](mailto:music33@ptd.net)

## Club Central Utilization — Membership Goals and Indicators

District	Retention			Engagement	YTD Progress
	Overall	Existing Members	New Members	Avg of 11 indicators	% Clubs
	% clubs with goals	% clubs with goals	% clubs with goals	% clubs w goals	Actual participation
2225	100.0	100.0	100.0	19.9	0.0
5010	75.0	75.0	65.0	67.4	19.0
5040	68.0	64.0	60.0	54.5	14.0
5050	64.0	64.0	37.0	53.5	16.5
5060	73.0	71.0	58.0	51.0	7.7
5360	100.0	100.0	25.0	20.5	4.9
5370	75.0	75.0	65.0	67.4	19.0
5550	51.0	51.0	40.0	39.5	7.3
<b>Avg Zone 24W</b>	<b>75.8</b>	<b>75.0</b>	<b>56.3</b>	<b>46.7</b>	<b>11.1</b>
6330	83.0	83.0	73.0	43.5	16.5
7010	74.0	71.0	69.0	74.3	43.0
7040	80.0	79.0	73.0	70.5	34.7
7070	35.0	31.0	22.0	22.3	16.8
7080	84.0	84.0	84.0	47.0	22.0
7090	56.0	50.0	44.0	39.7	8.9
7790	62.0	60.0	52.0	49.3	12.5
7810	62.0	56.0	49.0	44.5	15.8
7820	68.0	62.0	57.0	49.6	13.8
<b>Avg Zone 24E</b>	<b>67.1</b>	<b>64.0</b>	<b>58.1</b>	<b>49.0</b>	<b>20.4</b>
7210	31.0	29.0	31.0	30.4	4.8
7230	9.0	9.0	9.0	9.5	0.9
7255	9.0	9.0	8.9	7.1	4.5
7390	61.0	59.0	54.0	54.0	8.8
7410	100.0	100.0	100.0	18.6	6.1
7430	100.0	98.0	98.0	89.7	15.3
7450	27.0	24.0	20.0	24.0	6.4
7470	18.0	10.0	12.0	5.3	0.0
7490	39.0	30.0	36.0	39.5	14.4
7500	95.0	93.0	85.0	36.1	7.1
7510	53.0	50.0	50.0	28.9	10.1
7640	24.0	24.0	22.0	23.1	6.7
7780	77.0	64.0	59.0	57.3	9.5
7850	36.0	33.0	33.0	30.1	3.1
7870	23.0	22.0	22.0	16.8	5.8
7890	55.0	52.0	47.0	38.1	7.4
7910	35.0	31.0	33.0	40.3	11.3
7930	67.0	63.0	60.0	52.9	11.2
7950	41.0	38.0	33.0	29.4	2.8
7980	63.0	57.0	53.0	44.2	7.2
<b>Avg Zone 32</b>	<b>48.2</b>	<b>44.8</b>	<b>43.3</b>	<b>33.8</b>	<b>7.2</b>
<b>Overall 24/32</b>	<b>63.7</b>	<b>61.3</b>	<b>52.6</b>	<b>43.1</b>	<b>12.9</b>



## *International Convention*

### **Sell-Out Crowd Enjoys Beyond Borders Dinner**

The room was chock-a-block for the fellowship dinner that kicked off our Zones' participation in the International Convention in Sao Paulo last month. Luminaries in the crowd included our own Zone Director Julia Phelps (behind the carnival mask at right) with past RI President Wilf Wilkinson. Director-elect Dean Rohrs (who gave the toast), past RI Treasurer Mike Colasurdo, and event chair PDG Carol Toomey are all shown in the middle row ; and (at bottom) Trustee and past RI Director Bryn Styles and past RI Director Ken Grabeau, with their wives Ruth Grabeau and Randy Styles.

