



Rotary International Zones 24-32

Beyond Borders



• Bermuda • Canada • France • Russia • United States



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RI Director 2012—2014

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June 2014

A Message from Our Director

June is a very busy month for everyone. Families are helping their children wrap up their school year. We are also planning for our summers which, I am finding, are far too short. June is also the end of the Rotary year, a time when we celebrate the current leadership and get prepared as new leaders take over in our Clubs and Districts.

This June marks the end of my term as Rotary International Director. It has been a remarkable journey. Randy and I have each and every one of you to thank. Believe me when I say that we belong to an incredible organization. The power of what we do — from the smallest projects in our own communities to eradicating polio worldwide — has established us as a major humanitarian force. Try and imagine a world without Rotary. Look beyond the projects that we do and look to the relationships that we develop in through our organization. We do things that governments are unable to achieve; religious groups can't manage; and many NGOs are too singularly focused to handle. Our biggest fault is that most Rotarians aren't aware of the power of the organization to which they belong and therefore are unwilling to share.

Each of us needs to become an ambassador for Rotary. We need to invite more of our relatives, neighbors and friends to join us. Membership is not about numbers; it is about increasing the impact we can have on someone's life through our programs. It is about making the world a much better place.

To begin to thank all of those who have helped us over the last few years would be an impossible task and I would surely forget someone. Randy and I are both so proud of all of the Rotarians and their partners of Zones 24 and 32. You do incredible work from Russia to Bermuda. The leaders within the Zones are dedicated to their roles. I had amazing Institute Committees in both Vancouver and Philadelphia. The Zone Coordinators and their teams have educated thousands of Rotarians at District Conferences and Assemblies. Anyone I asked to help in any way has readily agreed. We have made close friends across both Zones — people we will continue to share our lives with.

I welcome my replacement, Julia Phelps, with open arms. Our two Zones are in good hands. Once again, from Randy and I, thank you for your support and encouragement. Please remember — *Things go better when you are involved!*

—Bryn Styles

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Author!
Author!

No, the public restrooms in Chicago were NOT the first community service project in our organization's history. They clocked in as the second — the restrooms followed Chicago One's purchase/donation of a horse so that a preacher in nearby Joliet, IL, could more easily make his ministerial rounds.

That's the word from "A Century of Service" — Check it out on page 139. The book is the definitive word on Rotary's first 100 years, published by Rotary on the eve of our Centennial. It was penned by now-District Governor-nominee Dave Forward of District 7500 in Zone 32.

Dave knows how to put pen to paper. He has just finished a companion volume on the history of The Rotary Foundation, but the first few words on the title page are left unwritten.

Do you have a good idea of what the book should be titled?

From now through June 15, all Rotarians are invited to vote for one of four selected titles or submit one of their own. There's more: Ten voters will receive a book signed by the author, and one lucky winner will also receive a paid registration for two to the 2017 Rotary Convention in Atlanta. Both the winning title and the lottery winners will be announced in July of this year.

Vote at this link: <https://www.rotary.org/myrotary/en/choose-winning-book-title-and-you-could-win-trip-convention>

The book will be published in early 2016 in Rotary's five official languages, including English and French.

Foundation Facts



Highlights from The Rotary Foundation's Year

By John Osterlund, General Manager of The Rotary Foundation

We caught up with John Osterlund as he was preparing to depart for the International Convention in Sydney. Our question: What are the "bullet points" on your mind as we end this Rotary year, the first year that the entire Rotary world has been working under the new Foundation rules? Here's his response and a sense of what's happening at One Rotary Center:

The Trustees of The Rotary Foundation have set a goal to have our endowment reach US\$1 billion by the time of the Foundation's centennial in 2017. Presently the total of cash and documented expectancies is \$865 million, so we are certainly within reach of the \$1 billion target.



Through 30 April 2014, worldwide giving to the Annual Fund is up 2.9% as compared to the same period last year. If we are to reach our goal of US\$120 million this year, clubs, districts and individual Rotarians need to make their Annual Fund gifts in May or June. Remember, EVERY ROTARIAN, EVERY YEAR.

An effort is well underway to endow our Rotary Peace Centers program. The goal is to raise US\$125 million by 2015 and to date we are at \$104 million. The Peace Center program recently added a partner university — Uppsala University in Sweden. The next Peace Symposium that Rotary convenes will be in conjunction with the Sao Paulo Convention in 2015.

Rotary is constructing a world-class visitor center on the first floor of One Rotary Center. It will include interactive exhibits and artifacts highlighting Rotary's rich history. The hope is that in having such a facility will attract more Rotarians to visit World Headquarters.

As the Foundation plans to celebrate its centennial in 2017, the Trustees have commissioned author David Forward to write the history of The Rotary Foundation. Forward is the same author who wrote the centennial history of Rotary International [and a governor-nominee from Zone 32. See sidebar at left]. The Foundation's history will be available at the International Assembly in 2016. The Foundation is fortunate to have a committee working with the author on this important project; the committee is chaired by Past RI President Chuck Keller.

Rotary is seeking to leverage its worldwide membership to advocate with elected officials to support the eradication of polio. Toward this end, Rotary has engaged APCO International, based in Washington, DC, to assist us in advocacy efforts outside the United States. Advocacy strategies are being developed for the European Union, Germany, Brazil and Japan. Canada and the UK are also countries where advocacy efforts are underway.



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Leadership



Thank You, Rotary!

By Alan Hurst, Zone 32 Coordinator

As this issue of the Zone newsletter is published, I will be in the final days of my three year stint as Rotary Coordinator for Zone 32. The position has been rewarding, frustrating, challenging and a pleasure.

Rewarding:

- ◆ In Zone 32 we are fortunate that all 20 Districts participate in three multi-district PETS. This means the Coordinator can visit with all District leadership in March.
- ◆ We had three successful Success Forum during the last two years to help provide training and support for Districts.
- ◆ Our Zone awards allowed us to recognize a number of clubs that do really terrific work each and every day.
- ◆ I had the opportunity to attend training events in 19 of the 20 Districts during my tenure as Rotary Coordinator.



Frustrating:

- ◆ I did not get to all 20 Districts.
- ◆ There is still some confusion about what a Rotary Coordinator is and does (We, with our assistants, help Districts and clubs with programs of Rotary International, i.e. Membership, Youth Service, Club Central).
- ◆ Rotary Club Central and the new website rollout had its fits and starts with Internet Explorer issues, Google Chrome issues and technology being technology. Fortunately, my assistants took it as their role to learn the new Rotary.org and Club Central and provide support to their Districts and clubs.

Challenging:

- ◆ Trying to balance the needs of the Districts with desires of the District Governors. A good example is how many and which Zone awards are the right mix. We started with six and have pared down to two, Vibrant Clubs and Membership, though clubs often call about qualifying for literacy or other service awards.
- ◆ Helping train with Rotary Club Central and working around the startup issues associated with that project.
- ◆ Finding the right mix in communication between me, my assistants and Governors.
- ◆ Providing understanding and implementation strategies for the North American Membership plan. We know in North America we are losing nearly 15% of our members each year with a net reduction of about 2%. We are good at getting people in the door, but we leave the back door wide open with not enough engagement to keep new members inside. We all know membership and engagement are important. To quote Jean Luc Picard, "Make it so!"

Pleasurable:

- ◆ How can you not enjoy interacting and communicating with a diverse mix of Rotarians every day?
- ◆ How much fun is having an impact? Making a difference?
- ◆ We Coordinators get to help train and inspire, we hope, at every Forum and Institute as well as at many District and Zone events. How can you not enjoy those opportunities?

Footnote: Having the opportunity to visit all the Districts and learn about the various projects and programs that make Rotarians passionate is in itself a life-altering experience. This year I had the opportunity to participate in the District 7850 Hands-To-Honduras project, this summer my church group will provide Hurricane Sandy relief and I will be looking up New Jersey Rotary friends. Additionally I have Guatemala, another NID and Ghana on my radar for 2015. Thank you, Rotary!

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Leadership



Find the RAG That Fits!

Three new Rotary Action Groups (RAGs) were approved this past winter by the RI Board of Directors. RAGs are autonomous groups of Rotarians, representing at least five countries, who come together to support and promote Foundation grants and other service projects in a specific area of interest. The three new Action Groups are:

[The Rotarian Action Group Against Child Slavery](#) seeks to create awareness among Rotarians and the general public about the millions of children who are held captive for commercial gain and to help Rotarians take action to protect children through programs, campaigns, and projects. The timing of this RAG seems particularly cogent as child slavery is much in the news because of the school girls kidnapped in Nigeria.

The [Rotarians for Hearing RAG](#) serves as a resource for clubs and Districts interested in participating in humanitarian projects to help the hearing impaired. Many of these projects bring hearing aids to help young people who otherwise would not be able to attend school or hold a job.

The [Rotarian Action Group for Peace](#) is devoted to working together for the purpose of advancing peace and preventing conflict through the education and activities of peace building, peacekeeping, and peacemaking. This RAG came out of the work and Peace Conferences started last year by then-President Sakuji Tanaka who urged us all to create Peace through Service.

To learn more, and to find a complete list of all Rotary Action Groups, go to: <https://www.rotary.org/myrotary/en/take-action/empower-leaders/join-rotarian-action-group>

Alumni Association Debuts in Pennsylvania's District 7390

A brand-new Rotary Foundation Alumni Association was chartered at last month's Conference in District 7390.

Currently, there are 117 chartered alumni associations worldwide. Japan leads the way with 23 alumni associations, followed by the United States with 19. Of that number, four are located in Zone 32. (There are none in Zone 24.) Alumni associations are open to any Foundation alumni: Peace Fellows and Ambassadorial Scholars, GSE team members, VTT participants, Rotary volunteers, and so many more.



Governor Hector Ortiz of District 7390, Alumni Association President Patos Silvrya, Zone 32 Regional Rotary Foundation Coordinator Toni McAndrew, and President's rep Rich Panyik (left to right) celebrate the chartering of the newest Rotary Foundation Alumni Association in North America.

With over 122,000 Rotary Alumni worldwide, there is certainly room for many more alumni associations to be founded. The associations are a way to keep alumni involved in and advocates of Rotary programs and as partners in potential projects.

Zone 32 is home to an e-association — the Rotary Alumni Association of Greater New England — plus two alumni associations located in New York State, and now, The Rotary Foundation Alumni Association of D7390 in Pennsylvania.



Host a Delegation!

In November, an Open World delegation from Novosibirsk (Siberia), Russia, in District 2225, will travel to the United States. Open World/Rotary is seeking a Rotary District or club in the U.S. to serve as a host.

If your club or District may be interested in this mutually beneficial peace-building program, here are a few facts:

- ◆ Rotary Districts or clubs in the United States can serve as hosts.
- ◆ The visiting team is composed of six Open World participants (five delegates and one facilitator).
- ◆ Duration of hosting is eight days and nights.
- ◆ A local host coordinator will guide the program in the community based on one of four Open World civic themes. The topic for this delegation is social services and healthcare; specifically, development of services for the visually impaired.
- ◆ Rotary International will reimburse the host Rotary club(s) or District for hosting expenses in accordance with RI Open World guidelines.

For more information on Open World or hosting a delegation, check out the following resources:

FAQs: <https://www.rotary.org/en/document/103751>

Hosting District/Club form: <https://www.rotary.org/en/document/103746>

Local Host Coordinator information: <https://www.rotary.org/myrotary/en/rotary-clubs>

For questions about hosting the Open World delegation in November: Gayle Knepper, Rotary5010@ak.net.

Peace and Friendship



“Open World” Builds Goodwill and Promotes Rotary

By Gayle Knepper, Rotary Coordinator, Zone 24W

The Open World Program, initially formed by the U.S. Congress to focus on young Russian civic leaders, is alive and thriving after 15 years and continues to contribute meaningful benefits toward promoting world peace and the democratic process.

Since its inception, more than 17,000 current and future civic leaders from Russia and other former Soviet Union countries have been hosted in the U.S. through Open World. Its mission is to enhance understanding and provide opportunities for cooperation between the United States and Eurasia. It focuses on developing a network of leaders who have had significant exposure to democratic processes and free-market systems through first-hand experience, usually via direct interaction and development of lasting relationships with professional counterparts. Program concepts include accountability, transparency, civic initiative and volunteerism.

Open World places a priority on tomorrow's leaders by selecting delegates whose average age is 38. Open World delegations consist of committed leaders who experience in-depth programming in themes of interest to Congress and of transnational impact, including human-trafficking prevention, government and court transparency, nuclear non-proliferation, and environmental protection. Most Open World hosting programs examine the role that legislative bodies play in these issues and in democracies.



OPEN WORLD
LEADERSHIP CENTER

Grants are available to Rotary clubs and Districts from the Open World Leadership Center to offset qualified expenses to host these teams.

Open World was initially established as a pilot program in 1999 and, in the same year, the organization formed its ongoing collaboration with Rotary International. Perhaps most visible in this partnership are the thousands of Rotarians and hundreds of U.S. Rotary clubs and Districts throughout the United States that have taken an active role by hosting Open World participants and, while doing so, introducing them to Rotary.

As a result, Open World has stimulated the creation of new Rotary clubs in delegate countries. It has also spurred involvement of Open World participants as Rotary members, often, as leaders within Rotary. In fact, 10 percent of the Rotary club presidents in this region are Open World alumni.

It's more than just Russia: Countries that take part in Open World programs include: Armenia, Azerbaijan, Egypt, Estonia, Georgia, Kazakhstan, Kosovo, Kyrgyzstan, Lithuania, Moldova, Mongolia, Russia, Serbia, Tajikistan, Turkey, Turkmenistan, Ukraine and Uzbekistan.

Open World exchanges have taken place in all 50 states and the District of Columbia. Indeed, 6,500 American families have hosted participants in more than 1,900 communities around the country.

Calendar of Events

June 1-4 — 2013 Rotary International Convention in Sydney, Australia. FMI and to register:

www.riconvention.org

Sunday, June 1 — Zone 24-32 Beyond Borders Event. Cocktails and hors d'oeuvres from 7-9 p.m. at L'Aqua, overlooking Darling Harbor in Sydney. Register on the Zone [website](#).

July 18-20 — ESSEX (Eastern States Youth Exchange) Summer 2014 meeting, Scranton, PA. FMI: www.exchangestudent.org/

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. 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 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

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

Public Image



Create Your Own PR Plan

By Peggy Hebden, Zone 24 East Public Image Coordinator

Public Image must be a priority for all of us. Now, while PR Grants are in hiatus and under review, it is even more important than ever that we make our public image dollars count. At the recent Zone 24E Success Seminars, participants had the chance to practice creating PR plans. We quickly learned that solid plans answer these questions:

1. What is your goal for this project?
2. Who is your target audience for your campaign?
3. What role will Rotarians or the community take in the project?
4. What are the key messages for your target audience?
5. What type of outreach will you use?
6. What is your marketing approach?
7. How will you measure the success of the campaign?



Here is an example of how these questions help support a straight-forward service project such as the **Dictionary Project**:

- ♦ **Goal:** encourage literacy to third grade students; set budget; Rotarians present dictionaries to class
- ♦ **Key Message:** Rotary is a champion for literacy worldwide; Educate and Engage Youth in Rotary; Targeting youth clubs, partner with "Me to We" and have Rotary speakers at their events (Day of Giving as an example)...involves Rotarians, Interactors, and Rotaractors
- ♦ **Outreach** through social media, websites, PSAs, logos on clothing. Promote more joint projects, joint meetings, provide student bursaries and scholarships
- ♦ **Key Message:** Rotary serves humanities...a service organization
- ♦ **Measurement:** More awareness and engagement of youth and Rotarians.

The same questions can help craft a more amorphous project, such as the ongoing need to **Increase Membership**:

- ♦ **Goal:** raise public awareness of Rotary in community
- ♦ **Target:** People who want to make an impact
- ♦ **Messaging:** Club impacts community by supporting our neighbors at home and abroad, so if you are looking to make a difference, Rotary is the place for you
- ♦ **Outreach;** update website including "you can make a difference button," Social media, post activities that support community/world impact, direct followers back to club website for more info. Meet your local media to talk about what the club does and determine media support. Organize an open house, invite potential members, key community leaders. Offer prizes for business cards with email addresses and add to newsletter list. Consider options that provide more flexibility, like Associate Membership, Corporate membership or spousal membership, as well as ways to cut costs of meetings
- ♦ **Measurement:** Measure membership outcomes in medium- and long-term; not by short-term gains

Remember, PR is something that is up to every one of us, but none of us are expected to accomplish it alone. Key resources for guidance on these projects include: www.rotary.org/mediacenter, and your Rotary Regional Public Image Coordinator (RPIC).

Membership Growth Comparison (YTD 2012-14) and Two-Year History



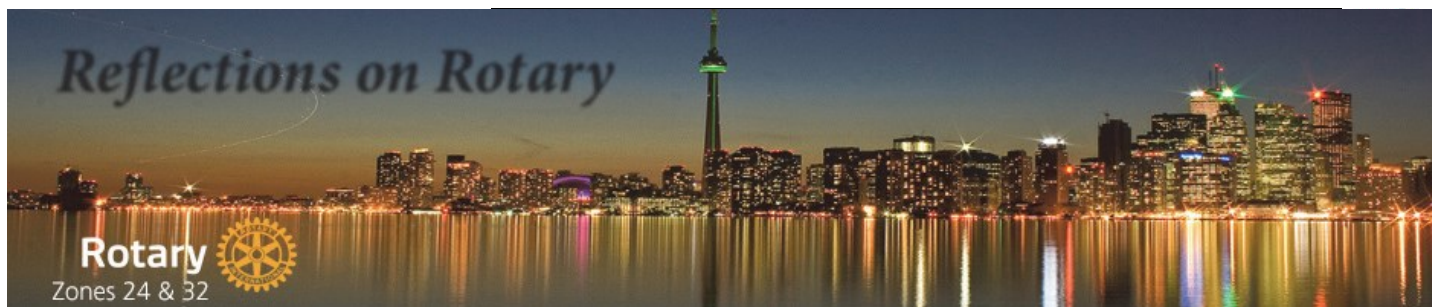
District	July 1, 2012 *	2013-14 Year To Date				Two-Year Change	
		July 1, 2013*	May 15 2014**	No. Change	% Change	No. Change	% Change
				July 1 2013 to May 15 2014		July 2012 to May 2014	
2225	489	469	505	36	7.68%	16	3.27%
5010	1774	1734	1772	38	2.19%	-2	-0.11%
5040	1524	1514	1555	41	2.71%	31	2.03%
5050	2744	2604	2705	101	3.88%	-39	-1.42%
5060	2712	2662	2711	49	1.84%	-1	-0.04%
5360	2159	2038	2049	11	0.54%	-110	-5.09%
5370	2249	2265	2330	65	2.87%	81	3.60%
5550	1606	1584	1586	2	0.13%	-20	-1.25%
Total Zone 24W	15,257	14,870	15,213	343	2.31%	-44	-0.29%
6330	1943	1857	1860	3	0.16%	-83	-4.27%
7010	1580	1554	1609	55	3.54%	29	1.84%
7040	2075	1964	2001	37	1.88%	-74	-3.57%
7070	2070	2026	2071	45	2.22%	1	0.05%
7080	1783	1761	1770	9	0.51%	-13	-0.73%
7090	2483	2403	2436	33	1.37%	-47	-1.89%
7790	1799	1761	1782	21	1.19%	-17	-0.94%
7810	1233	1200	1213	13	1.08%	-20	-1.62%
7820	1576	1591	1607	16	1.01%	31	1.97%
Total Zone 24E	16,542	16,117	16,349	232	1.44%	-193	-1.17%
7210	1727	1693	1704	11	0.65%	-23	-1.33%
7230	1502	1404	1410	6	0.43%	-92	-6.13%
7255 ①	1980	1799	1836	37	2.06%	NA	NA
7390	2435	2344	2342	-2	-0.09%	-93	-3.82%
7410	1033	1078	1069	-9	-0.83%	36	3.48%
7430	1894	1837	1838	1	0.05%	-56	-2.96%
7450	1607	1502	1554	52	3.46%	-53	-3.30%
7470	1274	1223	1222	-1	-0.08%	-52	-4.08%
7490	1256	1267	1281	14	1.10%	25	1.99%
7500	1201	1194	1180	-14	-1.17%	-21	-1.75%
7510	1165	1108	1113	5	0.45%	-52	-4.46%
7640	1222	1160	1159	-1	-0.09%	-63	-5.16%
7780 ②	1773	1641	1665	24	1.46%	-108	-6.09%
7850	1604	1564	1602	38	2.43%	-2	-0.12%
7870	2281	2181	2156	-25	-1.15%	-125	-5.48%
7890	2288	2227	2238	11	0.49%	-50	-2.19%
7910	1475	1493	1604	111	7.43%	129	8.75%
7930 ②	1916	1913	1971	58	3.03%	55	2.87%
7950	2462	2357	2379	22	0.93%	-83	-3.37%
7980	2362	2269	2308	39	1.72%	-54	-2.29%
Total Zone 32	34,457	33,254	33,631	377	1.13%	-826	-2.40%
Total 24 & 32	66,256	64,241	65,193	952	1.48%	-1063	-1.60%

*Based on July 1 SAR.

** Data reflects official membership numbers based on club input to MAP (May 2014).

① D7250 and 7260 merged to form D7255 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.



This is Mission Control Calling ALL Rotarians in Zones 24 and 32!

By Director-elect Julia Phelps

I'm happy to announce that we will kick off our Zone Institute by hearing from Dr. Robert (Bob) Brent Thirsk, the first **Canadian** astronaut to fly a long-duration expedition aboard the International Space Station. Bob will be reflecting on his training and experiences and how that impacts his life today.

Dr. Thirsk was born in 1953, in New Westminster, British Columbia. He attended primary and secondary schools in British Columbia, Alberta, and Manitoba; received a Bachelor of Science degree in Mechanical Engineering from the University of Calgary in 1976, a Master of Science in Mechanical Engineering from the Massachusetts Institute of Technology (MIT) in 1978, a Doctorate of Medicine from McGill University in 1982, and a Master of Business Administration from the MIT Sloan School of Management in 1998. He clearly has his educational pedigree from schools in Zones 24 and 32!

Bob was selected in December 1983 for the Canadian Astronaut Program. He began astronaut training in February 1984 and served as backup payload specialist to Marc Garneau for the October 1984 Space Shuttle Mission STS-41G.

Bob has been involved in various Canadian Space Agency projects including parabolic flight campaigns and mission planning. He served as crew commander for two space mission simulations: the seven-day CAPSULE mission in 1994, at Defense Research and Development Canada in Toronto, and the 11-day NEEMO-7 undersea mission in 2004 at the National Undersea Research Center in Florida. He led an international research team investigating the effect of weightlessness on the heart and blood vessels.



In June and July 1996, Bob flew as a payload specialist aboard Shuttle Mission STS-78, the Life and Microgravity Spacelab (LMS) mission. During this 17-day flight aboard *Columbia*, he and his six crewmates performed 43 international experiments to study life and materials sciences. The life science experiments investigated changes in plants, animals, and humans under space flight conditions. The materials science experiments examined protein crystallization, fluid physics and high-temperature solidification of multi-phase materials in a weightless environment.

Dr. Thirsk left the Canadian Space Agency in 2012 to join the Canadian Institutes of Health Research in Ottawa. As Vice-President of Public, Government and Institute Affairs, Bob oversees the 13 institutes dedicated to specific health care issues such as aging and cancer research.

He is a member of several professional organizations, including but not limited to the College of Family Physicians of Canada, Canadian Medical Association, Aerospace Medical Association, Canadian Aeronautics and Space Institute. Dr. Thirsk holds many special honors including the Gold Medal, Association of Professional Engineers, Geologists, and Geophysicists of Alberta, NASA's Space Flight Medal, the Neil J. Armstrong Award, International Cooperation in Cosmonautics

Medal from the Russian Federal Space Agency, the Yuri Gagarin Medal from the Federation of Cosmonautics of Russia, NASA's Distinguished Public Service Medal, and the Order of British Columbia. And Bob is a Paul Harris Fellow!

Bob is a strong promoter of a Canadian economy based upon exploration and innovation. He encourages young Canadians to build their dreams upon a solid educational foundation and advanced skills. He works with educational specialists in Canada to develop space-related curriculum for grade school students that has allowed millions of young Canadians to experience the thrill of scientific discovery.

You can read a complete biography of Bob on the Zone Institute website and prior to the Institute, make sure to follow Robert on Twitter ([@RobertThirsk](https://twitter.com/RobertThirsk)). Can't wait to hear his reflections!