



Rotary International Zones 24-32

Beyond Borders



• Bermuda • Canada • France • Russia • United States



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Zone 24: Canada,
Alaska and parts of northern U.S.,
Russia (east of the Urals),
St. Pierre and Miquelon
Zone 32: Bermuda,
Northeastern United States

www.rotaryzones24-32.org
Facebook: Rotary Zones 24 and 32
<http://greatideastoshare.com>
<http://zoneinstitute.net/>



June 2015

The Final Lap – The Anchor Leg – for This Year

It's the final lap of the relay race. Whether it's swimming or running or car racing or horse racing; we have to finish strong. This is what all of the practice and planning has been about; a strong finish and victory. Yet, so many times this is also when we see heartbreak; the poor turn and kick, off the swimming pool wall, or the poor handoff and dropping of the baton, or the horse that doesn't have any energy in the final seconds, or the pit crew that takes longer than usual. I think this is what ABC sports calls the *"thrill of victory or the agony of defeat."*

We also see this play out in our Rotary clubs and Districts this time of year. The leaders that are still running hard and those that slowing down and just waiting for July 1st. Those leaders that look at the calendar and see 30 days still remaining for them to finish the race and those that slowed down in March, April or May and are counting the days for things to be over. *Which type of leader are you?*

I hope you answer that you are the former – the one that is looking at the numbers and thinking about the victory. The one that is still pushing for increases in Foundation giving, the one that is still inducting new members, the one that is still working to retain members, the one that is still creating new clubs or satellite clubs and the one that is still working with presidents and club leaders throughout the District. It requires dedication and commitment to be this kind of leader because you've given 100 percent for the last 11 months and because of that you're tired. But the energy of engaged Rotarians, the excitement of young students whose lives have been changed and the belief that you are changing the world keeps you going.

And even though we are in the final lap of the race and we sense victory, we know that we didn't run this race alone. There are lots of Rotarians, past, present and future who have helped us along the way. They have shouted encouragement from the sidelines, they've shared ideas and resources, and they have led sessions for us and others so we can learn current concepts. And when we've needed it most, they have given us the pep talk and encouraged us to get-goin' again.

This is also the time of year when we need to say *"thank you,"* for all of the support we've received. My list is long, as is yours, and I run the risk of leaving someone off, just as you do, so I will say *thank you* to our Zone 24 & 32 Rotary Coordinators, Rotary Public Image Coordinators and Regional Rotary Foundation Chairs; I will say *thank you* to everyone who worked on the 2014 Zone Institute in Toronto; I will say *thank you* to everyone that has contributed to the Beyond Borders newsletter; and I will say *thank you* to everyone that provided feedback, support and leadership to clubs and Districts this year. It's been great being part of this race with all of you.

So, on Tuesday, June 30th, the **Light up Rotary** race will be complete and at midnight, Wednesday, July 1st, the **Be a Gift to the World** race will start. Let's make sure that we end strong and start strong and that we say *thank you*. There are so many in the world that are counting on us. Their hope and dreams center around how well we run the race; let's not let them down.

—Julia

Electioneering in Rotary

By Dan Mooers, past RI Director

When I joined Rotary in 1970, Rotarians who met the prerequisites for a certain Rotary office were allowed to “electioneer” for the office. At International Conventions and District Conferences, posters would spring up promoting an individual’s candidacy and the individual’s supporters (and the candidate himself) would ask convention delegates for their vote. The atmosphere was similar to a political convention as campaigning became the focus of the meetings.

All that changed in the mid-1970s. Legislation prohibiting “electioneering” had been considered several times at past conventions and the issue finally reached a boiling point. Delegates realized that the electioneering did not result, necessarily, in the best man being selected for the office. Very quickly, Rotary transitioned to a nominating committee process and electioneering was prohibited.

Today, the provision of their Bylaws prohibiting “electioneering” provides:

10.060. Campaigning, Canvassing and Electioneering.

In order that the best qualified Rotarians shall be selected for service in RI’s elective offices, any effort to influence the selection process for an elective office in a positive or negative manner by campaigning, canvassing, electioneering or otherwise is prohibited. Rotarians shall not campaign, canvass, or electioneer for elective position in RI, or allow any such activity, either on their behalf or on behalf of another. No brochures, literature, letters or other materials, including electronic media and communications, may be distributed or circulated by Rotarians or on their behalf to any clubs or members of clubs except as may be expressly authorized by the Board. Where candidates become aware of any prohibited activities having been undertaken on their behalf, they shall immediately express their disapproval to those so engaged and shall instruct them to terminate such activity.



Frequently, however, well-intending Rotarians, usually because of an overabundance of caution, will advise prospective candidates for higher office to avoid any discussion or questions concerning an office beyond the club. As a result, many times a Rotarian is nominated or selected for an office without a clear and full understanding of the responsibilities of the office.

Section 10.060 clearly does not prohibit educational inquiries. If a Rotarian is asked to consider higher office or the Rotarian him- or herself is considering higher office, it is imperative that the Rotarian gain a full understanding of the time and financial commitment, and the responsibilities, of the office. Some of that information can be gained by reading available Rotary publications. Other information, however, can be gained only by discussion with and questions to other individuals who have held the office.

Even though the bylaws and the RI Code of Policy explain the basics of the office, there is at least equal information left unsaid. Certain Districts and Zones have traditions within the District or Zone that are expected to be upheld, and every District budgets differently to support the work of the Governor. Traditions also dictate the role of the spouse, and the role of Governors-elect and Governors-nominee. There is nothing worse than an enthusiastic Rotarian committing to the nominating committee to serve in an office, only to resign the position because of a misunderstanding of the responsibilities of the office. The only way to avoid such misunderstandings is to ask questions of Rotarians who have held the office (avoiding, of course, asking questions of the members of the nominating committee).

Asking discrete “educational” questions to an appropriate Rotarian is not “campaigning or electioneering,” if done prior to the time of deciding to stand for the office and if the questions are directed to individual Rotarians who are not participating in the selection process. Knowing the responsibilities of an office is absolutely critical to a successful tenure.

Dan Mooers served on the RI Board of Directors in 1994-96, and as chair of the RI Board’s Executive Committee in 1995-96. After serving as the District 7780 Representative to the RI Council on Legislation in 1992, he went on to serve three years on the RI Constitution and Bylaws Committee and as the Committee chair. He has also served two CoLs as an advisor in the capacity of “Member at Large” and at the last CoL in an executive capacity.

Calendar of Events

Friday, June 5, 2015 — Beyond Borders Dinner, Sao Paulo Hilton Morumbi. 6:30 cocktails; 7:00 dinner. \$75 for first 200 registrants, then the price rises to \$99. Register online at <http://tinyurl.com/BBD2015>. FMI: Carol Toomey, carolrotary@aol.com

June 6-9, 2015 — Rotary International Convention in Sao Paulo. Register at riconvention@rotary.org. Host Organization Committee events: www.rotary2015saopaulo.br

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

Saturday, November 7, 2015 — Rotary UN Day, New York City. Adult registration will open mid-July and youth registration mid-September.

January 15-16, 2016 — Pre Presidential Conference—Peace and Conflict Resolution, Ontario, 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 Pre-Institute and Institute in Winnipeg, Manitoba.

International Convention

All Our Bags are Packed, We're Ready to Go

Get together with your friends from across our Zones! Start the great adventure of the Sao Paulo convention with the Beyond Borders Dinner Buffet at the Hilton in Sao Paulo. Our carnival theme will get you in the mood for the following evening: our Rotary International President Gary's party, the carnival on Saturday night.

The Dinner Buffet will be a great opportunity to reconnect with old (I mean long-time) friends and make new ones. Director Julia will be there to greet you and we will have lots of time for fellowship. Be on time as the wine and beer are served for only the beginning of the evening starting at 6:30 PM and ending at 8:30 PM. After that, you will need to purchase your drinks.

Address: Avenida das Nações Unidas, 12901 - Brooklin Novo, São Paulo (Sorry, there cannot be any walk-ins to this event).

It's going to be a fun event. I haven't seen some of you for a year and I can't wait!



— Carol Toomey, Zone 32 Convention Promotion Chair

Be a Convention Insider

Learn news, highlights, interviews, and more from the Convention in São Paulo — as things happen. Sign up for the insider's blog at http://riconventionblog.org/?blogsub=confirmed#blog_subscription-4. You'll be glad you did!

There's an App for That!



Get the most out of this year's Rotary convention with the Rotary Events app. Plan your daily schedule, learn about featured speakers and entertainment, download session handouts, and connect with friends. The app also makes it possible for you to:

- Navigate the convention venue and House of Friendship with interactive maps
- Upload your photos to the convention photo album
- Rate sessions and provide feedback to convention organizers

You don't have to be connected to the Internet to use the app. Once you've downloaded it, the information remains available to you offline. Download it for free for your Android, Apple or Blackberry via these links: [iTunes](#), [Google Play](#) and [Blackberry](#).

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2015 Zone Institute

Afghani Educator Joins Speaker Lineup in Providence

Razia Jan is a past president of the Rotary Club of Duxbury, MA, District 7950 and founder of the Zabuli Education Center, a private K-12 girls' school in rural, conservative Afghanistan. The school provides free education as well as meals, shoes, uniforms and coats to more than 430 girls in an area where 90% of the population is illiterate.

A native of Afghanistan, Razia came to the United States in 1970 and settled in the town of Duxbury where she opened a tailor shop. In 1990, she became an American citizen. Since that time, she has been building bonds between Afghans and Americans. After 9/11, Razia led her club and community to send 400 handmade blankets to rescue workers at Ground Zero and assemble 200 care packages to U.S. troops in Afghanistan.



When she heard that American soldiers were collecting shoes to give to Afghan children, Razia and her volunteers shipped more than 30,000 pairs of shoes.

On a visit to Afghanistan in 2002, Razia determined to help Afghan women and girls to overcome the oppression and brutality of their lives after years of Taliban control. In fact, more than 1.5 million Afghan girls are not enrolled in school. Back in Massachusetts, she founded the Razia's Ray of Hope Foundation to raise funds to establish a school where girls are now learning math, science, religion, English, Farsi and Pashto.

For her humanitarian work, she received the CNN Top Ten Heroes, 2012 Award which recognizes, "individuals who are making extraordinary contributions to improve the lives of others."

Come and meet Razia in Providence! Register today at: <http://zoneinstitute.net/register/>

—Liz Cullen, Institute Chair

Attention Council of Legislation 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 lunch 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 pm 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 - 2016

Working Together for the Growth of Rotary: A Membership Initiative

By Gayle Knepper, Zone 24 West Rotary Coordinator



When leaders from District 5040 in British Columbia held their annual strategic planning session, the conversation inevitably turned to the health of clubs and membership decline. The group determined it was critical to take action on these issues *now*, looking at new ways to turn around this troubling trend.

"Grow membership 15 percent over five years," was the goal, to be reached through retention and new member/club development. But when looking at historical data, another trend became apparent. Clubs in the smaller, outlying communities were growing, while membership in urban Vancouver was shrinking, with some clubs struggling for survival. This discovery carried an alarming prognosis.

In digging further, leaders determined a key factor was "identity." The smaller communities had a distinct identity, as did their Rotary clubs, which had built an affinity with those areas. In the "big city," there was less connectivity as residents commuted from home to job, losing the bond to any community. Compounding this effect was the lack of coordinated membership and visibility development between the nine city clubs.

With these findings in hand, a team of district leaders was charged to develop a strategy: Led by PDG Garry Shearer, they included membership chair PDG Hans Doge, DGND Don Evans, and AGs Tom Smith and Bala Naidoo. To make the strategy truly effective, they recognized the best way to connect with the clubs would be to provide the environment where club leaders could come together to identify common actions. Tom Smith noted that the objective from the District's perspective was to find a way to stabilize clubs and increase membership, using whatever path it took.

A "pub night" opened the door for discussion, with representatives of the area's Rotary and Rotaract clubs participating in the facilitated session. At the conclusion, attendees concurred on the next steps:

- Confirm club representatives (the "champions")
- Form a Vancouver joint membership leadership team
- Prioritize actions to address challenges
- Develop an implementation plan

Four additional workshops took place this past winter between November and January. By the third session, representatives agreed on a mutual action plan called, "Rotary Clubs of Vancouver: Working Together."

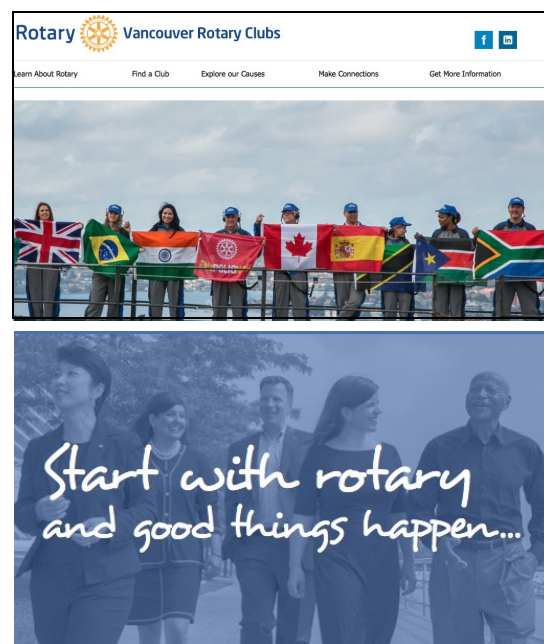
One of the challenges identified was a lack of shared membership materials. From these discussions, specific tools were developed:

- Club PowerPoint – For champions to present the strategy.
- Business card – Used by members when talking with non-Rotarians.
- Brochure -- Given to each club guest and distributed at external events.
- "Proud Vancouver Rotarian" decals – To display in offices and on cars.
- Rotary Vancouver website www.vancouverrotaryclubs.com .

"This strategy pools the efforts and resources of all clubs," Garry Shearer said. A consistent approach will help to strengthen the visibility and membership of Rotary in Vancouver, rather than having multiple individual plans underway. Tom noted that the process is already resulting in changes. For example, one club, realizing its image lacked clarity, changed its name to create a closer connection with the community where it meets.

Don Evans added, "The process is helping Rotarians to recognize that we're all working together for the good of Rotary in Vancouver, not only for my own club."

For more information on the development of the Vancouver membership process, contact Don Evans, don_evans@telus.net. Membership tools can be viewed at www.GreatIdeasToShare.com/membership.



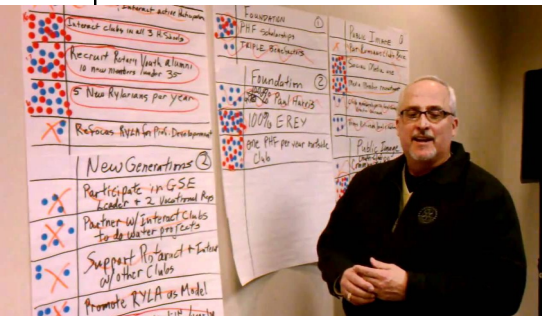
Shared tools include a website inclusive of all Vancouver clubs (top) and a business card (below) to provide to potential new members — whichever club in Vancouver is right for them!

The Secret of Success

Rotary Clubs are particularly prone to short-term thinking because club leadership turns over annually.

Moreover, the schedule of a typical club is so filled with weekly speakers, service projects, fundraisers, and fellowship, that it isn't often that club members have a chance to concentrate on how they want their club to grow from a strategic point of view.

Recognizing this, PDG Steve Wilcox, of D-5960 (Minnesota), a management consultant by profession, developed a long-range planning mechanism that could be accomplished with a mini-



mum of time or expense and which is designed to help club members focus on multi-year planning. The process, Club Visioning, starts with a confidential survey and then moves on to a planning process, a variation of the red dot/blue dot exercise used in large group corporate facilitation. Since its inception in 2002, Club Visioning has been adopted in numerous Districts across the Rotary world.

Visioning can be completed by large clubs and small, strong and not-so-strong, and it is typically led by facilitators trained at the District level.

The Visioning workshop itself is a sizeable four-hour brainstorming session that can be completed in a weekday evening or Saturday morning, and it requires 30 or so club Rotarians (fewer participants if the club is smaller).

As with everything in life, of course, the real work comes — not the day of the workshop — but afterward, with the work required to turn the ideas generated at the brainstorming workshop into reality.

Membership Matters

Brainstorming Today to Build a Better Club Tomorrow

By Eileen Rau, Zone 32 Assistant Rotary Coordinator

Our Districts are made up of clubs that differ in so many ways from each other. Clubs range in size from 10 to over 100 members. They vary by age, gender and income composition. Other clubs are in towns that vary by size, location and economic environment. They all have different club cultures. Some are struggling; some are stagnant; some are humming like a finely tuned engine. It can be hard to find a process or program that can help every club, one that is “one size fits all.”

But Club Visioning comes close! A year and half ago, District 7910 (Central Massachusetts) brought Visioning to its clubs. Since that time, 16 clubs in the District have gone through the process. The visioning process is designed to help a Rotary club create its own objectives and to discover for itself the steps necessary to achieve them. The result is unique to each club because it is not decided by the Rotary District or by Rotary International — but by club members working in unison. The result is a Vision process designed and endorsed by the club's own members.



A club visioning event brings together a representative cross-section of its membership from the newest to the most experienced Rotarian. The process draws on member talents and life and Rotary experiences within the club to develop a Vision consistent with club membership's goals.

A club Visioning event brings renewed focus to objectives and is completed in a dedicated, fun-filled four-hour session. The objective during this information gathering process is to identify as many ideas as possible from a group of 15 to 30 Rotarians and then condense them down to the most important goals as determined by club members. To ensure that all of this can be accomplished within a limited time frame — and to make sure that no one club member dominates — the club Visioning event is conducted by an outside team of Rotary facilitators.

Bill Domings, next year's Visioning Coordinator in D-7910, knows he has the answer when someone asks what Visioning can do for their club. Visioning will help a struggling club look back at what it has achieved, define its objectives for the next three years, create a plan and determine how to implement that plan. For those clubs stuck in “the same old rut,” Visioning can help them refocus and re-energize themselves. Clubs that are doing well can concentrate on the things they really want to do and reignite the spark that has made them vibrant.

Visioning is too new in the District to identify definable results. After all, Visioning is a planning process, and it will take time to bear fruit. Already, however, club excitement, new ideas, as well as a general awakening of club interest are encouraging and positive signs for those clubs that have gone through the Visioning initiative. The Visioning Committee is planning to follow up with these clubs in order to share their successes and more definitively ascertain the impact of the Visioning initiative. Stay tuned.

Membership Growth Comparison — 2012 to 2015 YTD

District	July 1, 2012	June 30, 2014	2014-15				Cumulative (2012-15)	
			Jul 1 2014	May 18 2015	# Change	% Change	# Change	% Change
					June 30 to May 18		July 2012 to May 2015	
2225	489	500	501	472	-28	-5.60%	-17	-3.48%
5010	1774	1736	1726	1739	3	0.17%	-35	-1.97%
5040	1524	1503	1477	1504	1	0.07%	-20	-1.31%
5050	2744	2658	2635	2636	-22	-0.83%	-108	-3.94%
5060	2712	2629	2582	2722	93	3.54%	10	0.37%
5360	2159	2003	1971	2021	18	0.90%	-138	-6.39%
5370	2249	2279	2247	2307	28	1.23%	58	2.58%
5550	1606	1523	1513	1558	35	2.30%	-48	-2.99%
Total Zone 24W	15,257	14,831	14,652	14,959	128	0.86%	-298	-1.95%
6330	1943	1827	1827	1834	7	0.38%	-109	-5.61%
7010	1580	1582	1524	1583	1	0.06%	3	0.19%
7040 ②	2075	1922	1915	1942	20	1.04%	-133	-6.41%
7070	2070	2032	2006	2074	42	2.07%	4	0.19%
7080	1783	1724	1704	1729	5	0.29%	-54	-3.03%
7090	2483	2447	2411	2426	-21	-0.86%	-57	-2.30%
7790 ②	1799	1758	1723	1760	2	0.11%	-39	-2.17%
7810	1233	1187	1180	1202	15	1.26%	-31	-2.51%
7820	1576	1584	1557	1605	21	1.33%	29	1.84%
Total Zone 24E	16,542	16,063	16,542	16,155	92	0.57%	-387	-2.34%
7210	1727	1675	1643	1661	-14	-0.84%	-66	-3.82%
7230	1502	1395	1376	1339	-56	-4.01%	-163	-10.85%
7255 ①	1980	1858	1721	1839	-19	-1.02%	NA	NA
7390	2435	2344	2335	2375	31	1.32%	-60	-2.46%
7410	1033	1069	1052	1140	71	6.64%	107	10.36%
7430	1894	1804	1768	1780	-24	-1.33%	-114	-6.02%
7450	1607	1525	1508	1516	-9	-0.59%	-91	-5.66%
7470	1274	1182	1171	1213	31	2.62%	-61	-4.79%
7490	1256	1283	1187	1206	-77	-6.00%	-50	-3.98%
7500	1201	1169	1185	1179	10	0.86%	-22	-1.83%
7510	1165	1097	1092	1071	-26	-2.37%	-94	-8.07%
7640	1222	1132	1119	1114	-18	-1.59%	-108	-8.84%
7780 ②	1773	1650	1613	1661	11	0.67%	-112	-6.32%
7850	1604	1579	1536	1528	-51	-3.23%	-76	-4.74%
7870 ②	2281	2141	2118	2175	34	1.59%	-106	-4.65%
7890	2288	2197	2155	2154	-43	-1.96%	-134	-5.86%
7910	1475	1599	1575	1655	56	3.50%	180	12.20%
7930 ②	1916	1967	1955	1959	-8	-0.41%	43	2.24%
7950	2462	2353	2197	2320	-33	-1.40%	-142	-5.77%
7980	2362	2238	2308	2266	28	1.25%	-96	-4.06%
Total Zone 32	34,457	33,257	33,614	33,151	-106	-0.32%	-1306	-3.79%
Total 24 & 32	66,256	64,151	63,808	64,265	-114	0.18%	-1991	-3.01%

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.

Answers to Questions You Didn't Think to Ask

There's now an excellent resource for information on The Rotary Foundation. The 16-page document will never win a prize for great literature, but it contains something almost as rare: Links to almost every Rotary Foundation brochure, publication and video as



well as contact information for staff at World Headquarters in Evanston.

And best of all: It's available to you at a click of your mouse. Just download it from:

dl.dropboxusercontent.com

The on-line document was created by Chris Boyce and our Annual Giving staff team. It is specifically tailored for Zone 24-32 with a list of Rotary Foundation resource staff assigned to our Zones included on the last page.

This Resource Guide supplements The Rotary Foundation Reference Guide (219), a booklet that provides a brief overview of Rotary Foundation programs including Polio Plus, Rotary Peace Centers, Grants, Rotary Foundation Alumni, Foundation Funding, Recognition, Foundation Recognition Points, Foundation Awards and more.

Be sure to download this resource and share it with your District Rotary Foundation team.

—Chris Offer

Rotary Peace Centers

Where are Our Peace Fellows Now?

Since the first class of Rotary Peace Fellows graduated in 2004, there are 904 living alumni. Of these, 576 are from the Master's Degree program and 333 are from the Certificate Program at Chulalongkorn University in Bangkok. Five Peace Fellows took part in both programs.

Statistics shown are for all alumni through the 2012-14 class and include the 2013-15 class from Bradford and the January-March 2015 class from Chulalongkorn. These statistics are accurate as of 5 May 2015, and encompass the 856 Peace Fellows who have communicated with Rotary

For Whom Do They Work?

- **308 (36%)** work for NGOs or other peace-related organizations
- **122 (14%)** work for a government agency or the military
- **72 (8%)** are teachers/professors
- **67 (8%)** are pursuing additional advanced degrees in peace-related fields
- **66 (8%)** work in research or academic support positions
- **52 (6%)** work for United Nations agencies
- **26 (3%)** work for police or are involved in law enforcement
- **25 (3%)** are lawyers
- **17 (2%)** are journalists
- **10 (1%)** work for the World Bank
- **56 (7%)** defy easy categorization; these include: bankers, human resource professionals, business owners, and people on leave from regular positions.
- **35 (4%)** reported they are actively looking for work in the field



Where in the World Do They Live?



- **257 (30%)** reside in North America
- **187 (22%)** reside in Asia
- **131 (15%)** reside in Europe
- **91 (11%)** reside in Africa
- **80 (9%)** reside in Australia and Oceania
- **61 (7%)** reside in South America
- **32 (4%)** reside in the Middle East
- **17 (2%)** reside in Central America and the Caribbean

—Mike Pfiem, Rotary International Alumni Relations Supervisor

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The Rotary Foundation

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Rotary Action Groups

A Rotary Action Group is Born

It all started in 2010, when Jeff Morby, founder and chair of the non-profit Cure Alzheimer's Fund (CAF), got talking with Dick Pratt, a member of the Rotary Club of Martha's Vineyard in District 7950. "Pratt asked me what I was doing, and I told him about the Cure Alzheimer's Fund, and how I was dedicating my time to try to find a cure." The conversation continued until Pratt invited Morby to speak at a club meeting.

His talk was a hit. "Most Rotarians have somebody in their family or a friend who's had Alzheimer's," Morby says. "And people are terrified that they're going to get it." The presentation started a chain reaction: Morby spread his message from one club to another, then to a District 7950 event, and then to the 2011 Rotary Zone 24-32 Institute in Boston.

The Martha's Vineyard club enlisted comedian Tim Conway to headline a fundraiser, and that led to an invitation for Morby to hold a breakout session at the 2012 Rotary International Convention in Bangkok. The next year, he held another breakout at the Lisbon convention. "We were overwhelmed with support from Rotary," Morby says. "We had to turn people away because the room wasn't big enough."

Michael Curren, a member of the Rotary Club of Reading, MA, recalls: "People told us that Alzheimer's was affecting their village or community and wanted advice on what to do. In Bangkok, a woman from South America said they were struggling with patient education, and another person, from Ohio, said, 'We are too, and we're doing something about it.' When we went to Lisbon the next year, they both got up and said, 'In the year since we met at your presentation, we flew to each other's towns and gave talks on what we're doing.' As far as the connections Rotary makes, it doesn't get any better than that."



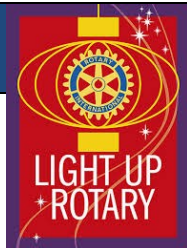
In 2013, the RI Board recognized the Alzheimer's/Dementia Rotarian Action Group (ADRAG). Dave Clifton (Sharon, MA, Rotary) is chair of the group, and Michael Curren serves as vice chair. That year also, Morby became a member of the Martha's Vineyard club. Today, just two years later, the Action Group has 35 members from five countries and a number of partnerships all with extensive leadership experience around Alzheimer's.

The group's vision calls for leveraging members' extensive experience, resources and Rotary's network to support and promote Alzheimer's and dementia-related projects of all sizes at the local club, District, and international level through providing a global platform for collaboration, education, and support.

The Alzheimer's/Dementia Rotarian Action Group supports its vision by working with Rotary and Rotaract clubs and Districts as they plan and execute meaningful projects and programs centered on Alzheimer's and dementia. This support includes information on the latest research in the fight to find a cure and about the disease's devastating impact on communities and families. ADRAG also promotes Rotary and Rotaract projects that work within the Disease Prevention and Treatment area of focus.

To learn more, and to consider joining the Action Group, go to www.adrag.org

Club Central Utilization – Service – 2015 Goals and 2014 YTD Progress



District	Service Projects and Activities		New Generations Clubs		New Generations Participants	
	2015-16 Goals	YTD Achievement	2015-16 Goals	YTD Progress	2015-16 Goals	YTD Progress
	% clubs with goals	% of goals set	% clubs with goals avg of 2 indicators	% clubs (actual participation)	% clubs avg of 3 indicators	% clubs (actual participation)
2225	4.0	0.0	0.0	21.0	1.0	0.0
5010	58.0	0.0	32.0	29.0	47.0	2.0
5040	10.0	0.0	7.0	36.0	10.0	9.0
5050	19.0	62.0	19.0	21.0	19.0	3.0
5060	3.0	41.0	4.0	19.0	10.0	2.0
5360	10.0	24.0	7.0	32.0	8.0	1.0
5370	18.0	0.0	11.0	36.0	15.0	3.0
5550	15.0	27.0	9.0	14.0	10.0	4.0
Avg Zone 24W	17.1	19.3	11.1	26.0	15.5	3.0
6330	18.0	25.0	9.5	26.0	12.3	2.3
7010	28.0	1.0	21.0	25.0	22.6	11.6
7040	6.0	67.0	1.3	28.5	4.0	3.3
7070	22.0	25.0	20.0	13.0	22.6	18.3
7080	20.0	35.0	29.0	30.0	23.3	4.6
7090	4.0	40.0	0.0	29.5	1.3	4.6
7790	15.0	58.0	3.0	15.5	4.6	5.0
7810	28.0	23.0	9.0	14.3	12.6	1.6
7820	2.0	32.0	0.0	25.5	0.0	0.0
Avg Zone 24E	15.9	34.0	10.3	23.0	11.5	5.7
7210	15.0	62.0	11.5	34.0	16.3	2.0
7230	2.0	0.0	1.0	30.5	5.0	0.6
7255	7.0	30.0	3.5	29.0	4.3	1.0
7390	33.0	21.0	25.0	22.5	30.3	3.7
7410	14.0	39.0	13.0	24.0	14.0	2.3
7430	88.0	21.0	70.5	35.0	61.0	2.3
7450	29.0	0.0	16.0	39.5	23.0	2.6
7470	4.0	140.0	2.0	34.0	2.0	0.0
7490	36.0	59.0	23.0	32.0	19.0	1.3
7500	95.0	23.0	17.5	35.0	16.0	3.3
7510	21.0	77.0	13.0	44.5	7.0	1.0
7640	12.0	19.0	12.0	32.5	11.3	2.0
7780	51.0	19.0	39.5	43.5	30.0	0.0
7850	19.0	0.0	8.5	19.0	18.3	0.7
7870	13.0	49.0	9.0	26.5	11.0	1.0
7890	25.0	15.0	16.5	32.0	12.0	0.0
7910	22.0	62.0	18.0	20.5	28.0	4.0
7930	46.0	28.0	38.5	44.0	42.0	2.7
7950	26.0	31.0	13.0	30.5	12.3	2.0
7980	37.0	24.0	21.0	41.5	17.7	0.6
Avg Zone 32	29.8	36.0	18.6	32.5	19.0	1.5
Overall 24/32	20.92	29.73	13.35	27.18	15.17	3.41

The Club Central report this month includes a snapshot of the Service indicators: both goal setting for 2015-16 and YTD progress for 2014-15.

With an emphasis on use of digital tools for the coming year, plus a mandatory Presidential Citation activity to “set at least 15 goals in Rotary Club Central,” we thought it would be helpful to show a summary of goal-setting progress to see if additional club support may be needed in your District.

It is also a good time to remind club leaders to log into Club Central by June 30 and enter the club’s accomplishments as a wrap-up for the current year.

—Zone 24/32
Rotary
Coordinators

Non-Rotarian Recommends Rotary in New Book

In his new book, *Legacies aren't Just for Dead People!* Robb Lucy takes the scary, dark, heavy patina off the concept of 'Legacy,' making Legacy-building joyful, fun and immediate. When the reader learns to enjoy the creation of new personal Legacies and then wants to have a larger impact, Lucy tells the reader: "I highly recommend you visit your local Rotary International organization."

Lucy is a former journalist (Canadian Broadcasting Corporation), writer and producer. He is the co-founder of the Make-A-Wish Foundation in Canada, and spent 25 years on local, national and international boards. He has been an active builder of non-profits in sports history, literacy and prostate cancer awareness. The book was published by Engage Communications Inc. in April.

"Once people have an understanding of what a Legacy can be and learn that they have something to give that will connect them to people and make them happier, it makes sense to steer them toward Rotary," says Lucy. "I know many Rotarians that are doing fabulous work. Rotarians 'get' Legacy."

The key, says Lucy, is changing the viewpoint of 99 percent of the population so they become Legacy-builders (and perhaps future Rotarians). But there are a few myths to dispel:

Myth 1: You have to be rich, famous or dead to leave a Legacy.

(Nope. Untrue)

Myth 2: Legacy is just about packaging your finances and assets to leave them to the kids.

(Nope again. You have more assets than money... and wouldn't it be great to use them to build your Legacies... and your kids'?)

Myth 3: There's lots of time. I'll get to it later.

(Maybe. But what if Father Time doesn't let you? You'll have missed the opportunity to give your family and community your powerful Legacies.

"The most important shift in thinking for the 99 percent is that they should begin to create and enjoy their Legacies – Now!" says Lucy. "You don't want to wait to find out what your Legacies are from your eulogist!"

Lucy builds this entertaining and provocative book with hundreds of stories, exercises, with an energetic and humorous writing style. Once, as a trainer in left brain/right brain communications, he developed a definition of Legacy early on that becomes a hub for the reader's work and imagination:

A Legacy is something you create, alone or with others. It connects you to people, enhances all your lives, and makes you happy, now! When you breathe your last smile you'll know you're leaving something behind that will continue to positively affect many lives.

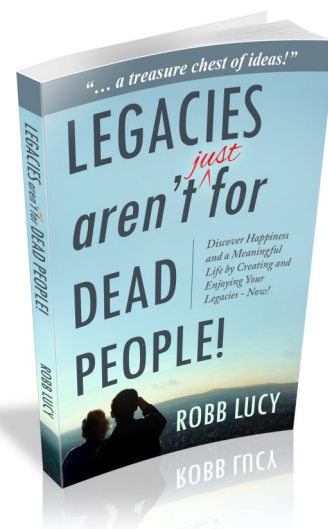


Past RI President Wilf Wilkinson said the following:

"I couldn't believe how the book caught my interest. You explained how beneficial our Legacies would be to future generations and how easily one can get started. The book is easy to read, has a humorous touch, comes complete with great sketches, appropriate quotations and a sense of urgency that makes the reader want to do something. This is a terrific book."

"This book is for anyone who wants to feel proud of their life" says Lucy. "They want to be more connected to others, happier, and want their life to have more meaning. I know Rotarians understand this," he said. "I'll be pleased when some of the 99 percent join them with a new enthusiasm for building Legacies."

Rotarians are invited to purchase "*Legacies Aren't Just for Dead People!*" in print or Kindle form at www.amazon.com or www.amazon.ca. If your club is interested in purchasing a quantity of books for recruiting or fundraising, please contact the author at rlucy@yourlegacysmile.com. He has offered to sell the books at 40 percent off the purchase price with the understanding that the proceeds will go to The Rotary Foundation or PolioPlus.



A Visit to Rotary International Headquarters



No trip to One Rotary Center is complete without a tour of the building. Visitors have the opportunity to peek into the RI President's office (above) and the Boardroom with its interpretation booths (below). Other highlights (photos at right, top to bottom) include the Polio Plus statue, flags of all Rotary nations, and the Arch Klumpf Society wall of honor, where the names of those individuals who have given \$250,000 or more to The Foundation are memorialized. An adjoining wall honors those organizations that have given at least \$500,000, and of course, the Bill and Melinda Gates Foundation heads the list. There's frequently something special going on at Headquarters; during our recent visit President Gary Huang took the opportunity to "light up Rotary" — in this case an "End Polio Now" torch that has traveled the world from polio endemic countries on its way to Sao Paulo. On hand for the celebration were (left in photo) Foundation chair John Kenny and (right in photo) our own Polio-Plus chair Mike McGovern.

