



“There is never going to be an end point. But definitely, I am happy to complete a certain part of my journey, and that's something I want to celebrate.”

— actor Harshvardhan Rane

What a bittersweet moment. After a journey of two years, my term as Director for Zones 24 and 32 is ending. This will be the last Beyond Borders Newsletter with my name in the banner. The next one you receive will be a new beginning for our Zones. Jeffry Cadorette will be your Director and with his drive and energy will lead you along new and exciting paths. I happily hand over the reins to him and wish him as adventurous and joyful a journey as I have had. I have loved getting to know you all and to see the wonderful work you do in your communities and around the world. Rhino and I thank you for your love and friendship and for allowing us to have the adventure of our lives.

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Zone 24: Canada,
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Zone 32: Bermuda,
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www.rotaryzones24-32.org
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http://greatideastoshare.com

June 2018

There are so many to thank that it is impossible to list everyone – however – as this is the newsletter and the creation of editor Marty Helman, I do want to give her a special thank you. It has been a joy to work with her, to see her bring together the skittish Coordinators and other contributors to the pages, to collate the information she gathers from all over the world and to produce the best newsletter in the Rotary world. Thank you Marty – the Zone will miss you as the newsletter editor and wishes you lots of Rotary fun as you devote yourself further to your passion for Peace.

The month of May has once again taken me around the world. I have cruised while on a “District Conference at Sea,” facilitated discussions in Suzdal, Russia, on joining together the two Russian districts, and represented President Ian Riseley at a Water Summit in Curitiba, Brazil. What memories to carry with me into the future! June, we all know, is a month of celebrating the past year and handing over to the new teams. I hope that I will see you all in Toronto and look forward to celebrating our Rotary journey with you.

These past two years, I have learned so much, seen so much, shared joy and laughter as well as tragedy and sadness and have experienced the power and commitment of Rotary. There is no other organization that comes close to Rotary in serving humanity. I am very proud to be a Rotarian.

So once again – Rhino and I want to say thank you. We won't say goodbye as we will be seeing you along the road of Rotary. Wishing you all a joyful and fulfilling Rotary journey.

There's no destination. The journey is all that there is, and it can be very, very joyful.

Dean

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Jeffry's Journey

Last Call ...

This Zone Newsletter has been edited and published by Marty Peak Helman for the past years. She has elevated its quality to make it the best in the Rotary world. This edition will be her last as she is stepping down and passing the torch to Ariane Carriere. Thank you, Marty, for your diligent efforts and for providing us all with such a high-quality publication. Congratulations! Best wishes to you in whatever assignment lies in front of you. Best wishes also to Ariane. As you read this column she is working hard on the July edition. We very much appreciate both of you.

This will also be the last column this writer will submit in the "Jeffry's Journey" series. The purpose of this column was to chronicle the road from selection by the Nominating Committee to Director. It has been quite the journey indeed. Thank you to each of you who have been a part of it and contributed value to it.

As is typical and appropriate, the lead column in this edition is written by Vice President Dean Rohrs. Each of us thanks you and honors you for your two years of service on the Board of Directors. It is a significant commitment of time and energy and we were all proud when you were selected to be Vice President. Congratulations on a job well done. On a personal note, thank you for the mentorship you have provided to me. Your wise counsel and guidance have been invaluable. I appreciate you.

Thank you also to ALL of you who are finishing an assignment this month and adding "past" to your current title. It is our hope that you have a high degree of satisfaction with the work you have done and all that you have accomplished on behalf of our members and our organization.

To everyone in Zones 24 and 32 at every level of our organization who will be dropping "elect" from their title come July 1, I look forward to working with you. I am

honored to be joining your team. Our highest priority over the next two years will be to move the needle on membership in our two Zones. We have a great team of Governors and Coordinators who will all be pulling in the same direction toward that goal. Not simply because of the number, but because the world needs us now more than ever and we need more hands on deck to provide more humanitarian service across the globe ... and in your own community. That will only happen because of you. All of our efforts need to be directed at making our current clubs stronger and more relevant and starting new prototype clubs/models that will attract and engage the next generation of Rotarians. It is our efforts **now** that will determine whether we survive as an organization going forward or whether we thrive at the edge of change that is all around us.

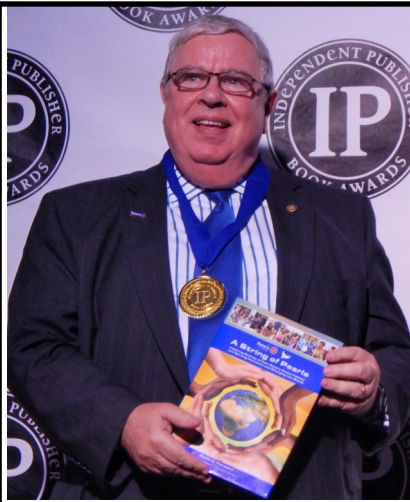
It's up to you.

It's an incredible opportunity to make a difference.

"Last call" is a phrase we never want to be used in the same sentence with "Rotary" in North America or in Zones 24 and 32.

—Jeffry Cadorette, Director-elect
jeffrycadorette@gmail.com





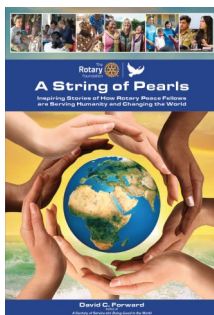
Rotary Author And Book Honored

Dave Forward (D-7500) recently accepted the Gold Medal as “Peacemaker of the Year” from the Independent Publishers Association in recognition of the book, “A String of Pearls: Inspiring Stories of How Rotary Peace Fellows are Saving Humanity and Changing the World.”

The book was named “2018 Outstanding Book of the Year” among books from 83 genres at New York’s famous Copacabana Club, attended by award-winning authors from as far away as Norway, Brazil and Australia.

The book was written and produced pro bono, with all proceeds going to provide future scholarships for Rotary Peace Fellows.

The book is a collaboration between editor PDG Marty Helman and author PDG David C. Forward, with a goal to raise \$100,000 for Rotary Peace Centers through book sales. Copies may be ordered at www.RotaryStringofPearls.com



Membership Matters

OH NO! We’re Being Redistricted! Now What?

By PDG David C. Forward, District 7500

New Jersey has five Rotary districts, although, like many parts of North America, membership has been declining in recent years. As I became District Governor in 2015, I received a letter from Rotary International stating that because our membership numbers in District 7500 were getting close to 1,100, we should put together a plan for increasing that number—or, at least, to avoid dropping below it. It became clear that “1,100” was a red line we dare not cross! My predecessor and I thus addressed membership growth and retention as our #1 priority, and from 2014-15, 2015-16, and 2016-17, it grew every year and never again dropped close to 1,100.

While attending the Winnipeg Zone Institute in 2016, RI Director Dean called the leaders of all five New Jersey districts to an early morning meeting and gave us the news: two NJ districts had fallen significantly below 1,100 members and so the entire state was being reduced from five districts to three. From the hostile outburst of a couple of folks in the DG string, I made a note that being an RI Director is sometimes not a lot of fun! Dean said that we could decide for ourselves how the clubs should be rearranged, or we could let RI do so. Clearly, we preferred to have a say in our own destiny and chose the first option.

Shortly after we returned home, the first meeting was convened. Since this would affect future governors, rather than the then-current leadership teams, we asked the DGEs, DGNs and DGNDs to run those meetings.

One District stated that since they had far more than 1,100 members they would not participate in any merging. That left four districts. Opinions were widely divergent as to how the splits should occur. Some suggestions were based purely on geographic considerations, such as counties. Then-DGE Diane Rotondelli of D-7500 recalls opposing that: “It would mean breaking up our District, with one county going one way and two counties going into another new District. There was no way I was going to see that happen.” When opinions became heated, others calmed the emotions by reminding all that the focus should always be on what was best for Rotarians and their clubs, not just for what the leaders wanted.



The two Districts in central New Jersey — 7470 and 7510 — ended up merging into a new District 7475 with 2170 Rotarians and 88 clubs. The southernmost District 7640 and District 7500 combined to become District 7505 with a combined 2,235 members in 81 clubs. These changes are effective July 1, 2018.

Once the incoming leaders had agreed to the new district configurations, each club in the districts was polled, and those results were sent to RI. Ultimately, the RI Board of Directors approved those plans, and the gargantuan task began—with only nine months to go—to integrate bylaws, district procedures, finances, budgets, electoral policies, and duplicate programs such as RYLA and Rotary Foundation grant approval procedures.

So if you suddenly find that you are part of a leadership team for a Rotary District that is being realigned, what should you do?

According to Bill Donnelly, who is about to step in as the first Governor of District 7505, begin your planning at the earliest opportunity. Keep a calm head and set the ground rules among all stakeholders that the only real goal is to end up with a new District that is aligned to effectively serve its clubs and members. “RI has a great support system to help you get through it, and everybody from Club & District Support staff to the RI Director are there to help guide you through the process,” he says.

Membership Matters

Who Said Meetings Can't Include Service?

By Amy Luckiewitz, District 7930 Public Image Chair

I was 27 years old when I was asked to join Rotary. I joined because my firm asked me to and because they paid my way. But like most Rotarians, that's not why I stay in Rotary. I stay for the people, and I stay for the service. It was with this in mind that our club decided to really focus on those two things. Our goal: Retain more members and get new ones. And do more while costing less.

In 2013, my Wakefield club in District 7930 initiated in-meeting projects (which we call IMPs). These meetings "look like" regular meetings, complete with the Pledge of Allegiance, Invocation, and the Four-Way Test. But instead of a speaker, we finish eating and wipe the tables clean! This is when the fun begins.

During in-meeting project days, we complete a targeted project

Rotary Foundation to retain our club as a 100 percent Sustaining Member club. Of course, they also pay regular RI and District dues. However, by only attending 12 meetings a year, their cost is significantly less because of all the money they save in meals! Specifically, it costs a regular member \$250 per quarter, while a Service Member is charged \$108 per quarter.

We have found that Service Membership is attractive to small business owners, those with college debt, and people who want to "do more service" while attending fewer meetings.

Want to try these strategies in your club? We have a menu of in-meeting projects to help. And if you're curious about how we came to Service Member costs and volunteer hours, email me and I'll send you a calculation coach for you to calculate your



during the same time it would take to have a "regular" meeting. Projects include packing cold kits for Boston's homeless, party-to-go bags for our local food pantry, and even writing Valentines for Troops. Thinking you can't get your members to make a Valentine? You may be wrong! You'd be surprised how fun it is to put markers, stickers, and stamps in the hands of adults!

Not only do we have improved attendance on IMP days, but we've also seen trackable results. In fact, 92 percent of our members say that IMPs make them feel more engaged in Rotary! We've seen an increase in membership. And we've experienced a retention gain from 88 to 95 percent.

With this increase in service opportunities, we started thinking about how our membership strategy promotes (or doesn't promote!) service. That's when we decided on a three-year pilot to offer Service Memberships. For us it was simple: Offer more opportunity to do stuff and reduce the cost of membership.

We require a Service Member to attend 12 meetings a year and complete about 16 hours of community service. As part of their dues, we charge the Service Member \$100 as a donation to The

own club's cost. But before you go all-in on any change to your club, here are some suggestions to move you forward:

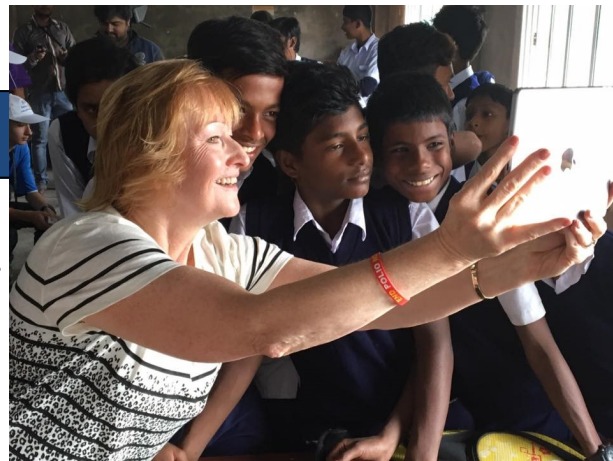
- ◆ Introduce the concept of in-service projects to your club leaders and set up a time to present the idea to your general membership. Build consensus over time.
- ◆ Address concerns proactively. Questions like: What do we do if a member wants to convert to a Service Member? How do we pay for In-Meeting Projects? Who manages Service Member attendance? We can make recommendations.
- ◆ Propose these programs as pilots. Ask your members for permission to try them out. This is far less alarming than requesting by-law changes.
- ◆ Finally, keep in mind your ultimate goal. Do you want to make more service opportunities available? Perhaps your goal is to offer a more flexible affordable membership option? Either way, keep these goals in the forefront and help your members understand their value.

Contact Amy Luckiewitz at amy_lynn37@yahoo.com.

Foundation Facts

An Update from The Rotary Foundation

By Julia Phelps, Rotary Foundation Trustee



Uncommitted DDF: Many of you have asked me about the Trustees' decision regarding the use of District Designated funds. The key parts of the Trustees' decision are to offer Districts a *one-time opportunity* to use up to 20 percent of their *uncommitted DDF* for District grants. The amount of DDF that Districts will have available to them will be determined based on information the Foundation has as of June 30, 2018. Districts will be able to use this amount for a District Grant before the end of 2021. I realize that the amount of DDF that Rotary shows on the books may be different from the amount that you have locally (based on projects in the pipeline). Please remember that the Trustees' goal is to help Districts reduce the amount of DDF that's being carried forward from year-to-year. Look for details regarding this in July and August. *Please don't shoot the messenger!*

Community assessments lead to success: Beginning July 1, clubs and Districts that apply for a Global Grant to support a humanitarian project or a Vocational Training Team **must** first conduct a community assessment and include the *results* in their grant application. You can find ideas and proven methods for conducting an assessment in by going to Rotary.org and searching for [Community Assessment Tools](#). This may be a big transition for some of our clubs, but there is no question that these assessments are the key to sustainable projects.

Funding available for projects in Puerto Rico: The Rotary Foundation has \$1 million for fully funded global grants to rebuild communities in District 7000 that were damaged by Hurricane Maria. Rotarians can use this generous gift from the Robert and Edit Murray family for projects to provide clean water, basic education, economic improvement, and so much more.

Clubs and Districts interested in working with Rotarians in Puerto Rico to develop and carry out Global Grants should contact the Rotary Foundation chair for District 7000. Until 1 July, PDG Paúl E. Román Correa (paulroman2550@gmail.com) is serving in this role. After 1 July, contact District Rotary Foundation Chair John Richardson (jrgnocchi@gmail.com). Clubs and Districts in the U.S. may serve as the international partner on Global Grants in Puerto Rico. Zone 32 RRFC Ron Smith may have some ideas if you're interested in working on a grant in Puerto Rico.

2017-18 Stats Update

District grants approved: 484
(\$27,986,278 total funding)
Global grants approved: 1,090
(\$30,273,281 World Fund,
\$73,123,705 total funding)
as of 22 May 2018

Global Grants Approved 2018-19

Activity Type	No. of Grants
Humanitarian project	875
Humanitarian project and scholarship	1
Humanitarian project and VTT	43
Scholarship	131
VTT	40
Total (as of 22 May 2018)	1090
Area of Focus	No. of Grants
Basic education and literacy	152
Disease prevention and treatment	403
Economic and community development	154
Maternal and child health	85
Peace and Conflict prevention/resolution	49
Water and Sanitation	247
Total (as of 22 May 2018)	1090

WASH in Schools: The WASH in Schools Steering Committee met in January in San Diego and selected four competitive grants, which were approved by the Executive Committee of the Trustees. The WASH in Schools competitive grant process was open to five pilot countries — Belize, Guatemala, Honduras, India and Kenya — that are participating in the WASH in Schools Target Challenge. There will be two breakout sessions in Toronto if you're interested in learning more about this pilot.

Grant breakout sessions at the convention: There are over 25 breakout sessions at the convention that are in some way related to OUR Rotary Foundation. They range from fundraising tips to training for Cadre Technical Advisors to the Role of Women in the Global Polio Eradication. Encourage your members to learn how to successfully apply for Global Grants by attending one (or both) of the following breakout sessions:

- ◆ Global Grants 101: Global Grants support large international activities with sustainable, measurable outcomes in Rotary's areas of focus. If you're new to the Global Grant process, this session is for you. We'll cover the basics of Global Grants and help you understand how to get started.
- ◆ How to Conduct a Community Assessment: Are you thinking about starting a new community project? We'll guide you through the steps of conducting a community assessment and teach you how to use the results to design a project aligned with the goals of our areas of focus so it is eligible for Global Grant funding.

I'm looking forward to seeing many of you in Toronto where we will continue ***Making a Difference*** and ***Being an Inspiration***.

\$10,000 Question: How We Raised the Matching Funds

Our Interact and Rotaract clubs pitched in; it took us more than two years, and we succeeded! Here's how:

Pace Against Polio

This was a 5K fun run/walk event held on November 11, 2016. Net proceeds put us almost 20 percent toward our goal.

Crazy Hat Day

The Brocton Interact Club held this event at Brocton Central School. It included information about polio with the school's morning announcements during the week of January 2017. The club generously donated \$200.

Cash to Bash Polio

In March of 2017 the club conducted a raffle, with one prize of \$500. This event netted a little over \$1,200.

Gala/Sweater for the Better

The Fredonia Rotaract Club donated proceeds from their annual gala, and a separate ugly Christmas sweater party; \$1,600.

Pennies for Polio

The Chautauqua Lake Interact Club held a "penny war" among the high school classes in May of 2017. This raised almost \$1,000.

Mini Golf Tournament

In August of 2017 we had a miniature golf tournament. This raised over \$2,400.

Pancakes Against Polio

In March of 2018 we held our last event, a pancake breakfast. This enjoyable endeavor yielded over \$2,300, and once the dollars were tallied, we knew that our goal was surpassed, with a final net total of \$11,715.46.

—Jim Wakeman

PolioPlus



How One Club Met the PolioPlus Challenge

By Jim Wakeman, Rotary Club of Westfield-Mayville, D-7090

Back in August 2016, the Westfield-Mayville RC received a letter from a local family foundation expressing interest in working with us to raise funds to be donated to The Rotary Foundation to aid in polio eradication efforts.

Rotarian Tom Berkhouse and I met with the founder of this foundation. At this meeting we learned that the foundation was considering extending an offer of between five and ten thousand dollars in matching funds. To be eligible for this funding, the club would need to raise an equal amount. The club's funding would need to be all new money. That is, it would come from new fundraisers, neither drawn from the budget nor from private donations. The foundation further required that each fundraising event include an educational component to inform attendees about polio and eradication efforts. The foundation further required that they themselves would remain anonymous.

Needless to say, we were excited. Not only would we be able to raise significant funds for PolioPlus, but we also believed that the fundraising process could serve to energize and engage all club members.

This proposal was presented to the club's board of directors. With club president Mike Harrington's approval, a letter of proposal was written to the foundation. It expressed the conditions of the foundation as we understood them, and our assurance of proceeding in fidelity with these conditions.

After receiving a notice of approval from the foundation, which established the matching amount of \$10,000, the PolioPlus Challenge was rolled out in September 2016. (See sidebar at left.) Two and a half years later, in March 2018 and after involvement of our Rotaract and Interact clubs, we met and exceeded our financial goal and raised a total of \$11,715.46 for polio eradication.



Honor Your Peace Hero!

Do you know a Rotarian or Rotary organization that deserves plaudits for the international work it does?

Each of our Zones annually celebrates a person or organization for outstanding achievement consistent with the ideas expressed in the Fourth Object of Rotary: The advancement of international understanding, goodwill and peace through humanitarian activity of international significance.

Every Rotary club and District in Zones 24 and 32 is encouraged each year to submit one application for the Donald MacRae Peace Award. The awards will be announced and presented at the Zone Institute in Montreal next fall.

Candidates for the awards will have demonstrated the advancement of international goodwill, understanding and peace through peace-making efforts or humanitarian activity of international significance. The award is open to Rotarians and non-Rotarians, as well as to organizations, but the applicant must have a relationship with the club or District that is acting as nominator.

Complete details, a list of past recipients and application are available on the Zone website. Deadline for applications is June 15, 2018. Email the completed application to:

Zone 24 applications: PDG Joan Hayward; rhayward@sympatico.ca

Zone 32 applications: PDG Marty Helman; martyrotary@gmail.com

The award honors the contributions of Halifax Rotarian Donald MacRae who, at the International Convention in 1918, proposed that Rotary become an agent for the promotion of goodwill and peace among nations. This was the first time that an international vision of Rotary was publically expressed.

Peace/Conflict Resolution

Peace Professionals

Through academic training, practice, and global networking opportunities, the Rotary Peace Centers develop leaders who become catalysts for peace and conflict prevention and resolution. Peace Center fellowships cover tuition and fees, room and board, round-trip transportation, and all internship and field-study expenses.

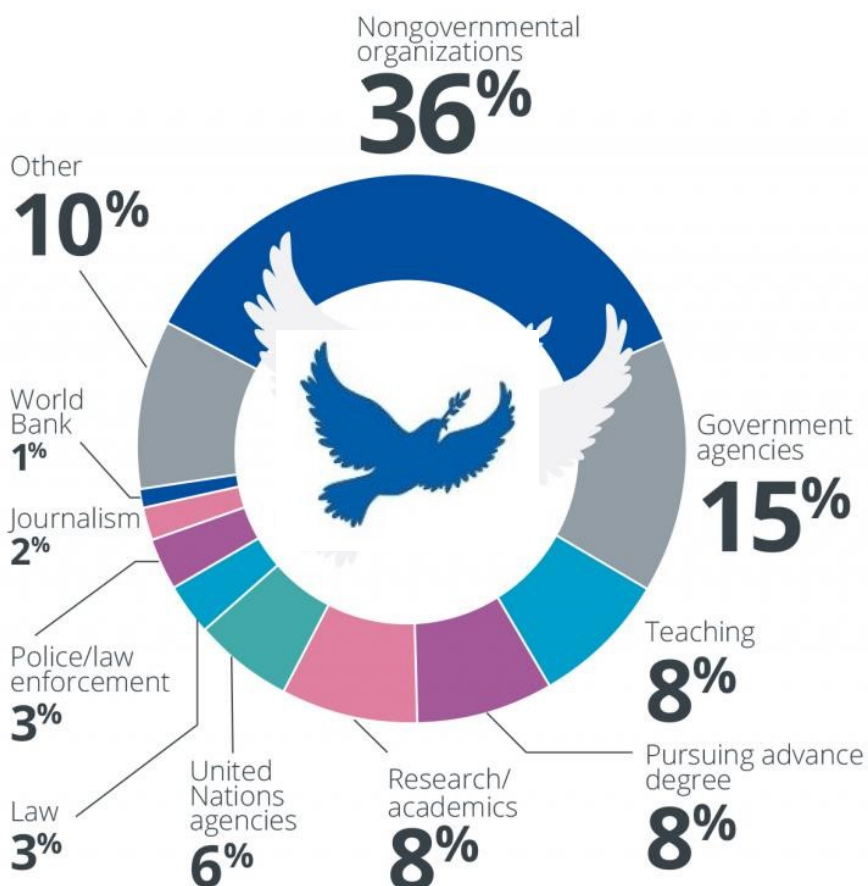
Half of the fellowships awarded are for two-year master's degrees at premier universities around the world. The other half are for the graduate-level certificate program, which is currently given at Chulalongkorn University in Bangkok.

In just over a decade, the Rotary Peace Centers have trained more than 1,150 Fellows for careers in peacebuilding. That number is growing by 100 scholars each year. Many alumni are serving as leaders at international organizations or have started their own foundations.

Has your club or District sponsored a Peace Fellow? There's no cost in cash or DDF to the sponsoring Rotarians, and there's no geographic requirement for the Fellow, either. That is, the scholar you sponsor may be a member of your local Rotaract club or may just as easily be someone you met while on a service trip to another country.

Want to know more? Go to www.rotary.org/en/our-programs/peace-fellowships.

Where Rotary Peace Center alumni work





ROTARY:
MAKING A
DIFFERENCE

Calendar of Events

Saturday, June 2 — Presidential Peacebuilding Conference on Basic Education and Literacy, Chicago, IL. www.rotaryliteracy.org/

Friday, June 15 — Deadline for submitting applications for Donald MacRae Peace Awards. See page 6 for details.

June 22-23, 2018 — Rotary Peacebuilding Summit, Toronto. <http://www.riconvention.org/en/toronto/rotary-peacebuilding-summit>

June 23-27, 2018 — RI Convention, Toronto. www.riconvention.org.

Friday, June 22 — Fellowship of Rotarian PDGs invites you to join in dinner and fellowship with past RI presidents. http://www.pdgsfellowship.org/reg_ticket.cgi?event=5

Sunday, June 24 — Beyond Borders Dinner, Hockey Hall of Fame, <http://tinyurl.com/beyondborders2018>.
Note: This event is now sold out; no tickets available online or at the door.

Monday, June 25 — Party Pronto for all Conference attendees who are Young Professionals. Contact Drew Kessler, dkessler@mtb.com.

September 18-22, 2018 — Zone Conference 2018, Montreal.

January 12-19, 2019 — International Assembly, San Diego, California.

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

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

January 19-25, 2020 — International

Public Image

Reinvigorating a Fundraiser — and Message

By Dan Ceglia, Public Image Coordinator, Zone 32

Four years ago, District 7430, located north and west of Philadelphia, PA, pulled an existing Run & Walk race from the edge of extinction. The run had originally been the project of a club that, unfortunately, failed. This year, four years after District 7430 picked up the gauntlet, they are still building and tweaking it to be more successful ... but get this!

In its first year as a District event, the race raised \$7,500. The next year it raised \$17,500, then \$31,500 and now, four years after the transition, the run is estimated to raise in excess of \$40,000 ... but how?

OK, are you ready? First, the race has been renamed: “The Yvette M. Palmer Purple Pinkie 5K Run & Fun Walks.”

Each club in the District that sponsors \$250 or more shares in the proceeds from the event. As a result, in 2017, Purple Pinkie club sponsors each received \$325 in Polio Plus credits. This year, a club sponsorship can be donated in the name of club members — earning them Paul Harris credits for their donation. If you’re interested in more of the details contact Herb Klotz (herbk.rotary@gmail.com or 1-484-707-9467).

There’s also tremendous public image promotional potential. Race organizers have leveraged social and print media to flood communities throughout the entire District with an awareness campaign. The company that maintains the runner info and is responsible for the official timing of the race promotes it to its extensive list of runners, who then secure their own sponsors. As a result, expectations are that we will exceed 175 participants this year.



In fact, this year the race has morphed into two races, to be held in two locations in the District. By engaging local businesses and securing financial support to underpin the \$3000 cost of each event, organizers have created additional opportunities to display promotional signs and banners. The sponsors also get their names on the runners’ race shirts and on printed materials circulated prior to and during the race.

An email blast is sent to every club president seeking their assistance in making the Walk/Run a success. It’s also promoted on the District website and Facebook pages, and linked to key Facebook influencers, which exponentially increases exposure. The organizers also work through the sports teams in area high schools to get the word out and engage their Interact Clubs in the process.

What better Public Image can there be for Rotary than to allow all of the participants and sponsors in the local communities to share in the success of the “Race to Zero” and end of Polio?

Princess Anne Joins Toronto's Speaker Lineup

HRH Princess Anne, Princess Royal and daughter of Queen Elizabeth and Prince Philip, has joined the plenary speaker lineup in Toronto. Princess Anne has been president of Save the Children UK since 1970. This has given her great insight into the needs of children worldwide and an under-



standing of the issues affecting developing countries. Princess Anne joins a star lineup of speakers including:

Laura Bush, former First Lady of the United States, and an advocate for literacy, healthcare, and human rights.



Helen Clark, former prime minister of New Zealand, and former administrator of the United Nations Development Programme.



Dr. Tedros Adhanom Ghebreyesus, director-general of the World Health Organization. Previously, he served as Ethiopia's minister of foreign affairs and prior to that, the country's minister of health.



International Convention 2018

Non-Stop Fellowship

Rumor has it that 24,500 Rotarians are all heading for Toronto for the Convention that will be held on our own home turf. That's huge!

It's too late to sign up for the Beyond Borders dinner at the Hockey Hall of Fame — at a record 750 tickets, the evening has long since been sold out! But no need to sit in your hotel room — there's plenty other activity waiting for you.

Check out the Evening with RI Presidents, to be held the Friday before the Convention itself starts. Mingle with the glitterati and enjoy the glow. See information at right for registration and details.

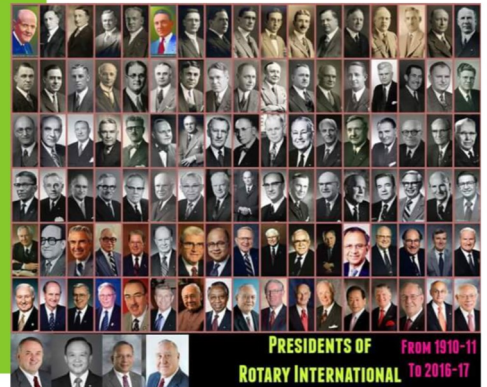
Or, join the younger set at the Party Pronto on Monday evening, June 25, when Young Professionals will get together and let down their hair. PS: Only in Rotary is age 50 defined as "young professional." So join in the fun while you can.

Other options? The Rotary Convention website (<http://rotary2018.org>) lists plenty of opportunity to party. Check out Jazz at the Aquarium, a night of Rotaryfest, and the always popular Home Hospitality options set for Tuesday June 26.

And, don't forget service! Opportunities in Toronto start with an End Polio Now 100 km bike ride prior to the Convention, and continue with multiple events to pack nutritious food with Kids Against Hunger Canada and local Rotary Clubs.

Be there!

An Evening With the RI Presidents



The Fellowship of Rotarian PDGs invites you to join us for dinner and fellowship with the RI Presidents

Don't miss this unique, one-of-a-kind opportunity to dine with your RI President, governor classmates and fellow Rotary leaders from around the world.

Friday, June 22 2018

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Leadership Lessons

On Successorship

By PDG Marty Peak Helman, Zone Newsletter Editor, 2013-2018

As my Governor year was coming to a close, I approached then-Director Bryn Styles. I told him (as I recall I didn't ask, I *told* him) that what the Zones really needed was a monthly newsletter, highlighting all the good things Rotarians were doing across North America, and that I was hereby volunteering to be its Editor and make it happen.

Bryn handled my pronouncement with his characteristic good humor. Our conversation was followed by some negotiation and several phone conferences to determine direction and who would do what. Then, the first "Beyond Borders" newsletter debuted in October 2013. The rest, as they say, is history.

For me, editing this newsletter is vocational service. I spent my first career in magazine publishing, including a decade working in editorial production at a weekly newsmagazine. Deadlines don't frighten me. And I spent another decade as editor of a member magazine published by an international non-profit. Working with volunteer contributors doesn't frighten me. In fact, truth be told: For me, this is catnip.

Each Director I have worked with since the newsletter's inception has been extremely generous in providing me the freedom to move the newsletter ahead as I thought best, while also reaching out to strengthen it. Bryn had the initial vision (and courage!) to let me get started. Julia Phelps had the smarts to involve each of the Coordinators in the opportunity to develop articles. This has ensured that each month, all geographies and areas of interest have a chance to be covered — not just my small corner of District 7780 in Zone 32. Dean Rohrs has been extremely gracious in including other senior leaders in the newsletter, most especially incoming Director Jeffry Cadorette, who has developed a monthly column to highlight his training and travel as he gears up to become Director starting in July.

If there has been a secret to the newsletter's success, it is that we have insisted on case studies, not op-eds. All Rotarians have opinions, and many — especially PDGs — love to share them. It would be fairly simple to fill each newsletter with opinion pieces (known in the business as "thumb-suckers"), and frankly, doing so would probably get me outta here more quickly each month, thereby improving my home life. However, articles that essentially tell the rest of us what we ought to do to move Rotary forward are far less instructive (or courteous!) than articles that



share what real Rotarians are actually doing to make our organization stronger and better positioned for the challenges ahead. So to the greatest extent possible, op-eds have given way to real-life examples over the past five years.

Maybe the biggest milestone along the way — for me — was when I realized that Dean was using the newsletter as her primary communications tool when she wanted to reach out to the rest of us. That means that if Rotarians want to know what the Director is thinking, they had best read her column! That's huge!

The unsung hero all these years has been Hans Granholm of Edmonton-Strathcona RC (D-5370). Hans not only is the IT tsar and understands ClubRunner better than the rest of us (a scary thought!), he knows who has opened the newsletter link and

precisely when it was opened. Complaints of "I never received it" just don't stand a chance around Hans! He also has the almost mythic quality to be able to make up lost time when I've been traveling or wool-gathering or otherwise ignoring the monthly schedule. Thank you, Hans, for your hard work and considerable contributions over the years.

But all good things must come to an end, and so, a number of months ago, I shared with Jeffry my desire to lay down my quill pen. As much as I would enjoy working with Jeffry — as much as I will miss the monthly "grind" of article development — beginning next month and the new Rotary year, the fun and the challenge of editing this newsletter will belong to PDG Ariane Carriere of the Cornwall RC (D-7040).

Change is inevitable. It's smart to know when it's time to move along. And successorship is good. Rotary spends a great deal of time and training to ensure that the people who follow us are ready for the challenge. The Rotary umbrella is large enough that there should always be new projects to interest those of us with "past" as part of our Rotary job titles. No, I don't have any specific plans to fill my newly found spare time. But I do look forward to whatever comes next. So as I sign off as Editor, I anticipate new Rotary adventures of my own — and depending on what they turn out to be, you may well read about them in future editions of this newsletter as I transition to one of its contributing editors.

But no op-eds. I promise!