



Rotary International Zones 24-32

Beyond Borders



• Bermuda • Canada • France • Russia • United States



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Zone 24: Canada, Alaska,
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March 2014

The Rotary Olympics!

The Olympics have just ended in Sochi, and by all accounts they were very successful. For two weeks the world seemed to be fascinated by the athletic prowess of the participants. For two weeks we watched our own athletes compete head to head against the best from other countries. For many participants, years and years of training came down to seconds or even 1/100th of a second on a time clock. It came down to fractions of inches or centimeters on a measurement. And then the Olympics were over and we went back to our lives.

I was fortunate to be in Russia during the Olympics, not in Sochi but rather at Rotary training events in cities like Omsk, Novosibirsk and Krasnoyarsk. I watched and participated with Russian Rotarians as they learned more about Rotary and how to utilize the programs of our organization. And I realized that Rotary is very similar to the Olympics.

New Rotarians are like the novice athletes who are just beginning their training. They are learning best practices and developing skills that will see them through their Rotary careers. They soak up whatever knowledge they can. Then there are the Rotary trainers who teach and assist other Rotarians to be the best that they can be. These trainers know the skill sets and ensure the novice Rotarians learn the most current methods to reach their goals. The trainers massage the ideas of the new Rotarians and help make projects happen.

But on the sidelines we have the spectating Rotarians who encourage their fellow Rotarians in the projects that they do. These spectators may have been active Rotarians in the past and still want to participate in whatever way they can. Encouragement has been known to win more than one race. And finally we have the armchair Rotarians who are quick to offer advice on how the project could have been done better.

We need new Rotarians, experienced Rotarians and older Rotarians to get the job done. We need all Rotarians to help the team morally and financially, just like in the Olympics. And then when we reach the final seconds or inches of our project or event, we all receive our own personal medal of joy in knowing that we have done our best. Congratulations to our Olympic Rotarians!

—Bryn

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RI Helps Rotary Grow

In 2011-12, the Rotary Board of Directors created a new category of district, the Specially Assisted District, that extends unique considerations and additional support to districts that need it.

While initially conceived specifically for D2225 in Eastern Russia to address primarily the shortcomings in membership, the Specially Assisted District was quickly extended to four additional districts, including D2220, Russia west of the Urals, which is also struggling with membership.

The questions are often raised, “Why isn’t Russia all one district?” or “Why is District 2225, Russia east of the Ural Mountains, part of Zone 24 and not combined with Western Russia as part of Zone 14?”

The answer is simple – the reasons are complex. It is not possible to effectively detail the political, economic and cultural differences between East and West in a few sentences, but suffice it to say there is valid concern that in a combined all-Russia Rotary, Rotary would not long survive in eastern Russia.

It is also true that the sparsely populated Eastern Russia is more closely aligned with the equally sparse Alaska and Canadian Yukon that comprise District 5010 and that helped grow and support District 2225 for nearly 20 years before eastern Russia became a District of its own effective July 1, 2013.

Today, according to RI figures, District 2225 has 27 clubs and boasts 507 members, up from 489 as of July 1, 2012. It also has 10 Rotaract clubs with a total of 60 Rotaractors.

Membership Matters



Eastern Russia: Newest Geography in our Rotary Family

by Past RI Director Ken Grabeau

Siberia. For many people, just the name “Siberia” conjures up images of bleakness, short, dark days, cold, ice and snow and bitter winds. One seldom hears ‘Siberia’ and thinks of beautiful summer days and warm, caring people.

Yet the latter is the Siberia some of us know. Particularly the warm, caring people. Those of us from outside Siberia who have had the very great pleasure of traveling there have met the people of Eastern Russia, all of Eastern Russia, not just Siberia, and we have experienced their warmth and hospitality. We have seen how they reach out to and care for those in need. We have shared a small part of their lives and come to know them as some of the most kind and giving people we have ever met anywhere.

Of course, the Eastern Russian people I speak of are primarily the pioneering members of Rotary in Russia – people who have risen above the adversities that have existed, and sometimes still do, in their country, particularly east of the Ural Mountains, that vast, sparsely populated region that is now District 2225, part of Zone 24. I

It is not easy to be a Rotarian in Eastern Russia — to be part of an organization that exists to provide service to others is a Western concept and not well understood in a country that lived for so many years under the dictates of communism and the practices of socialism. And even in this post-communism era in Russia, not every Russian who has the time and financial resources to be a part of Rotary is the type of individual Rotary seeks. Club members exercise great caution to grow by selectively inviting into membership only those men and women

who have gained their status in honest and honorable ways, not through the corruption that is still prevalent in some professions and vocations.

It's hard to do a makeup in Eastern Russia – sometimes the nearest club is in another city as much as a 15 hour train ride away. But the Russian Rotary and Rotaract clubs have done an outstanding job of community service with considerable emphasis on youth. In most cities with Rotary and Rotaract clubs,



Lake Baikal, outside Irkutsk in Siberia, with sea smoke in winter.

the needs of the orphanages have been met and the facilities for children in their community parks have all been provided by Rotary. They understand Rotary and are committed to Doing Good in the World.

For all of us in Zones 24 and 32, District 2225 in eastern Russia adds a rich cultural component that is unique to our paired zones. The diversity of 5 nations — Bermuda, Canada, France (St. Pierre and Miquelon), eastern Russia and the United States — provides a perspective spanning over halfway around our world. It's not just Siberia – it's Rotary at its best.



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Membership Matters



Rotary on Demand: How to Plan Great e-club Programs

By PDG Elly Contreras

Last month we discussed frequently asked questions about e-clubs (*February newsletter, page 2*). But many Rotarians who haven't tried the e-club format are mystified by what an electronic meeting "looks like."

At my club, the Rotary e-club of Canada One, we offer informative, inspiring and educational meetings every week. Just as in the typical "terra" club, our e-meetings include a special speaker, plus lots more. We have a "Weekly Greeter," "Rotary Minute," and special information such as the "New Members Corner" and our "A Little Humor" cartoon. And yes, we're Rotarians: There are always many announcements each week about upcoming events and activities.

All members and guests are welcome to suggest programs. When they watch a video or hear about an interesting topic, they forward the link to me, in my role as Club Program Chair. I review the material, and decide where in the program it will be presented. I also spend time searching for educational and inspirational Rotary material.

There is never a shortage of excellent material! Most of the time, we pick up videos from YouTube, Ted Talk or the Rotary Video Library. <<http://www.youtube.com/user/RotaryInternational>> Sometimes, we store the material for a future meeting.

Each week a different member writes a greeter message, and we have found that this segment sometimes requires a reminder. On the other hand, we never run out of content for the humorous moment. After all, Rotary must be fun! We review all content for appropriateness: While a terra club may get away with a risqué joke from time to time, an e-club must be more cautious. The joke will be "out there" for the full week, plus, we know that members and guests often "attend" the e-meeting with their young children. Like any Rotary club, we avoid political, religious or controversial topics.



If a visitor is not interested in the content for the current week, they can "attend" previous meetings, which are stored in the "Additional Programs" link.

Once the material for a particular meeting is collected, the text, link or embedding codes are entered in a Word Document. Then it is converted to plain text and copied into the story link on Clubrunner. Pictures, images and website links are included, and we make sure to adjust font type, color and size for consistency. Then the weekly meeting is ready for review, it is placed in draft, edited as needed and marked "Save and Publish." Shortly before midnight each Sunday the webmaster "Activates" the meeting and archives the previous week's meeting.

Members and visitors need to submit a form to receive credit for attendance. The form includes a space for comments about the meeting, suggestions for speakers, and for guests, a request to be placed on the mailing list to receive the weekly e-bulletin.

Because an e-club is accessible anywhere there is a Wi-Fi connection, ours is visited by Rotarians from all around the world. We have only just celebrated our first anniversary, but already, the Rotary e-club of Canada One has had close to 15,000 hits from more than 65 countries and we have marked over 3,400 attendances. We may be an electronic club, but we are definitely "on the map!"

Join Elly and "makeup" at the e-club of Canada One, part of the D-5370 family, anytime, anywhere, at: portal.clubrunner.ca/8529

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*	Feb 5, 2013**	# Change	% Change	# Change	% Change
				July 1 to February 5		July 2012 to February 2014	
2225	489	469	502	33	7.04	13	2.66
5010	1774	1734	1746	12	0.69	-28	-1.58
5040	1524	1514	1534	20	1.32	10	0.66
5050	2744	2604	2653	49	1.88	-91	-3.32
5060	2712	2662	2702	40	1.50	-10	-0.37
5360	2159	2038	2028	-10	-0.49	-131	-6.07
5370	2249	2265	2287	22	0.97	38	1.69
5550	1606	1584	1564	-20	-1.26	-42	-2.62
Total Zone 24W	15,257	14,870	15,016	146	0.98	-241	-1.58
6330	1943	1857	1851	-6	-0.32	-92	-4.73
7010	1580	1554	1569	15	0.97	-11	-0.70
7040	2075	1964	1979	15	0.76	-96	-4.63
7070	2070	2026	2036	10	0.49	-34	-1.64
7080	1783	1761	1751	-10	-0.57	-32	-1.79
7090	2483	2403	2422	19	0.79	-61	-2.46
7790	1799	1761	1778	17	0.97	-21	-1.17
7810	1233	1200	1185	-15	-1.25	-48	-3.89
7820	1576	1591	1587	-4	-0.25	11	0.70
Total Zone 24E	16,542	16,117	16,158	41	0.25	-384	-2.32
7210	1727	1693	1701	8	0.47	-26	-1.51
7230	1502	1404	1396	-8	-0.57	-106	-7.06
7255 ①	1980	1799	1796	-3	-0.17	NA	NA
7390	2435	2344	2354	10	0.43	-81	-3.33
7410	1033	1078	1055	-23	-2.13	22	2.13
7430	1894	1837	1841	4	0.22	-53	-2.80
7450	1607	1502	1549	47	3.13	-58	-3.61
7470	1274	1223	1219	-4	-0.33	-55	-4.32
7490	1256	1267	1268	1	0.08	12	0.96
7500	1201	1194	1192	-2	-0.17	-9	-0.75
7510	1165	1108	1115	7	0.63	-50	-4.29
7640	1222	1160	1150	-10	-0.86	-72	-5.89
7780 ②	1773	1641	1630	-11	-0.67	-143	-8.07
7850	1604	1564	1566	2	0.13	-38	-2.37
7870	2281	2181	2146	-35	-1.60	-135	-5.92
7890	2288	2227	2226	-1	-0.04	-62	-2.71
7910	1475	1493	1583	90	6.03	108	7.32
7930 ②	1916	1913	1850	-63	-3.29	-66	-3.44
7950	2462	2357	2361	4	0.17	-101	-4.10
7980	2362	2269	2299	30	1.32	-63	-2.67
Total Zone 32	34,457	33,254	33,297	43	0.13	-1160	-0.03
Total 24 & 32	66,256	64,241	64,471	230	0.36	-1785	-2.69

*Based pm July 1 SAR

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

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

② Reflects transfer of one club from D7780 to D7930 effective July 1, 2013

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Foundation Facts



Foundation Fund Raising: It's a Matter of Communications

By PDG Marty Peak Helman

Much has changed in the administration of Rotary Foundation projects, but raising the money to do the projects has not. We asked District Foundation Chairs throughout our two Zones what they did to achieve good giving. When we compared their answers with the most recently published Annual Giving results (*February newsletter, page 6*), we were convinced: The secret to good giving is in good communications.

As in all charitable fundraising, the personal touch is key. "I telephone each president-elect each year if I have not received their club's pledge form," reports D-7070's Bill Patchett. Once the pledges are in, he makes sure that presidents, Foundation chairs and club secretaries receive updated statistics on their club giving each month so they know how well they are doing in reaching their targets.

Many of our most successful Foundation chairs spend considerable time on the road, speaking to clubs and at District events about The Foundation and the good that it achieves. It's clear that the least effective way to promote giving is to talk in a general way about the need, and the most effective way is to connect giving with ongoing or recently completed projects that the club, or neighboring clubs, has invested in. After all, "the greatest impetus to Foundation giving is for the club to have a project — local or international — that gets it excited and draws on Foundation resources to make it possible," sums up Mike McCarthy from District 7430.



Many successful Foundation chairs also distribute dedicated e-newsletters or use frequent email "blasts" to highlight Foundation projects. These frequently contain tidbits that can be used as "Foundation moments" at the club level.

District Foundation chairs and committee heads aren't the only ones doing the talking: "We encourage grant recipients to visit clubs and report on projects and how well they have benefited people," reports D-5040's Art Erasmus. And like many others, his District schedules a full report each year at their District Conference on how Foundation monies and DDF (District Designated Funds) were invested. "We know full well that 20 percent of the District's Rotarians will be there," he says.

Rotary asks every Rotarian to contribute to The Foundation, every year. But what about each Rotary club? In District 7780, Peter Johnson takes time in his pre-PETS and PETS talks to the presidents-elect to stress that every club should have a line item in its budget for Foundation support. "Just this simple requirement dictates a club board decision when annual budgets are approved." He has learned that "once the topic makes it to the club board, rarely is a decision made to set the Foundation line item at zero." Ross Tyson in District 5370 achieves the same result by facilitating strategic planning at the club level: "While doing this, I always [stress that the club should] include a goal for Foundation," he says.

Many Foundation chairs agree that publicity in recent years surrounding Future Vision and new Foundation guidelines has promoted giving. And that awareness won't go away as the new rules settle in, because the grants management training will continue to be required of all clubs on an annual basis.

Dreaming Big, Investing Big

This District 7430/9211 Vocational Training Team Rotary Foundation project was designed in three phases:

Phase I was sponsored by Rotary Districts 7430, 7450, 7500 (USA) and 9211 (Uganda-Tanzania) and managed through host club Kampala North in Uganda and international partner RC Bluebell, PA.

The Rotary Foundation award for Phase 1 was \$81,000, which will fund the exchange of doctors, nurses and midwives specializing in Ob-Gyn and Pediatric care; purchase and install computer networks and provide needed infrastructure and medical equipment at four pilot Health Centers.

Phases II and III, now in development, will support additional professional exchanges and grow the project in size to better meet the infrastructural and educational needs of the pilot Health Centers.



We envisioned a multi-year project with a budget of \$80,000 in Year One, a second year at \$150,000 and third year at \$250,000. District 7430, my home district, made a significant pledge of \$25,000/year DDF allocation for up to three years. Neighboring Districts 7450 and 7500, along with Uganda's District 9211, all agreed to help support Year One with DDF. Participation in the following two years will depend on our success as well as available DDF.

Meanwhile, my home club of Blue Bell, and other clubs in 7430 and D-7450, contributed. The Philadelphia RC, located near Drexel, was especially generous.

We envision a three-year investment of \$450,000 to \$500,000, and we are eager to increase our financial partnerships.

If your club or district would like to join in future phases of this precedent-setting Global Grant, please contact me:
rsmith@materialsresources.com

—Ron Smith

Foundation Case Study



VTT Means Real Change in Maternal/Child Health in Uganda

By Ronald Smith, Zone 32 Assistant Regional Rotary Foundation Coordinator

This remarkable Rotary Foundation Global Grant provides for a Vocational Training Team of medical and information technology faculty to travel between Kampala, Uganda, and Philadelphia in order to establish distance education and healthcare professional training programs in community health centers in Uganda. The project involves the Makerere University College of Health Sciences in Kampala, and the Drexel University College of Medicine, Colleges of Nursing & Allied Health Professionals and College of Computing and Informatics in Philadelphia.

The Drexel team arrived in Uganda in late January. Eight members from Drexel and I, as VTT Team leader, spent three weeks in health camps around Kampala. Our team saw over 800 mother and child patients in partnership with Makerere University/Mulago Hospital and Kampala North Rotarians. The Drexel doctors and nurse-midwives attended to hundreds of children and their mothers and, during their time in Uganda, saved the life of one young boy and delivered another child by emergency C-section.

A faculty team from Makerere University will visit Drexel this coming May to complete the exchange. This will solidify the professional and educational foundation that we believe will be the bedrock of success – and sustainability – for this project.

This multi-phase VTT was more than two years in the planning. The idea started with a conversation with my son, then a medical student at Drexel, who was interested in doing a medical rotation in Africa. I had previously organized Matching Grants in association with my governor classmate, Francis “Tusu” Tusibira, in what was then District 9200. Out of those connections, a detailed plan evolved. It took 18 months, including a personal visit to Uganda that I made in January 2013 to meet with host RC of Kampala North and Makerere University. The plan that emerged aimed to:

- ◆ Focus on maternal and child healthcare education
- ◆ Develop a sustainable computer network for educating healthcare professionals
- ◆ Improve community health center infrastructure with equipment and supplies
- ◆ Create sustainability by exchange/training healthcare professionals

In August 2013 the funding was in hand, and we applied on-line via the Grants portal of the Rotary website. The grant was completed and authorized by October. We received TRF feedback in two to three weeks and after we responded to the review questions, the grant was approved on December 5. The funds were received by the clubs involved six weeks later, and the VTT-Drexel team left for Uganda on January 25. We learned that approvals can move quickly – but to get to that point required a solid plan that in our case was developed over the preceding 24 months.

Of course, the impact of the project is such that the period of planning was well worth the effort. Lessons learned leading up to this impactful Global Grant?

1. Dream how you can effect change and start a plan, but be patient... It takes time.
2. Imagine how The Rotary Foundation can be the vehicle, approach your District leadership with your ideas to get support and guidance
3. Be BOLD... at \$30,000 minimum, Global Grants are meant to be impactful.
4. Engage others. You cannot do it alone; you need partners on all sides
5. Use the Rotary network, Rotarians you have met locally and internationally, other clubs and other districts
6. Look beyond Rotary... especially other organizations and partnerships that can expand your project's scope. In our case, Drexel University is contributing in-kind, cash and equipment worth over \$100,000.
7. Be inspired by your efforts and those of others. Through this, you will inspire others to join you or plan other impactful projects.

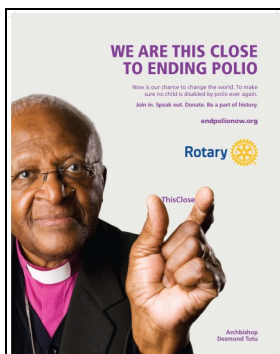
Templates to Tell Your Rotary Story

Rotary's identity is more than our logo and colors. It is the essence of who we are and what we do.

The Strengthening Rotary initiative helps us tell that story in a compelling way. By providing a clear and consistent image of what Rotary stands for and how we differ from other charitable organizations, we offer prospective members, donors, and other stakeholders a compelling reason to engage with us.

The Brand Center is your home for:

- ◆ Information and guidelines on telling our story using the new look for Rotary images
- ◆ Logos in high resolution for your club and district, the annual theme, Rotary programs and The Rotary Foundation
- ◆ Materials including basic designs for PowerPoint presentations,



templates to create your own club logo and brochure, stationery, event flyers, press releases and newsletter design

- ◆ Ads for broadcast, print and outdoor billboards and signage
- ◆ Images and videos to use to tell the Rotary story.

Our story hasn't changed. But how we share it has. Through a unified Rotary look and clear and compelling voice, we can enhance Rotary's legacy as one of the most widely respected organizations in the world.

Public Image



Bring Rotary's Story to Life - Explore the New Brand Center

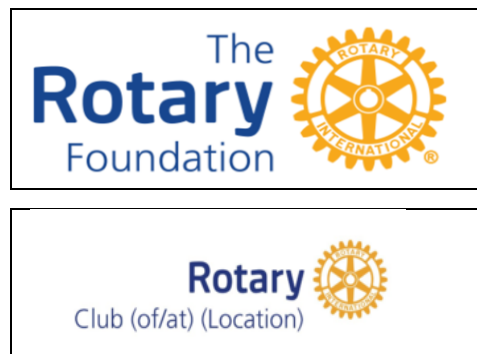
By Penny Offer, Zone 24West Public Image Coordinator

Have you seen the new Brand Center on the Rotary website? If not, visit www.rotary.org/brandcenter.

Last August 2013, Rotary International launched the **Strengthen Rotary Initiative** – a new look, new visuals and a new voice to strengthen our Rotary brand around the world. This was supported by a **new Visual Identity Guide** which was recently updated. <https://brandcenter.rotary.org/en-GB/Guidelines>. The latest tool to support the Strengthen Rotary Initiative is the **Brand Center** which was launched this past January 10.

So how does the Brand Center help Rotarians, club and districts? The Brand Center helps us to tell the Rotary story in a consistent way. It enables us to give a unified message and a simplified, defined look in all our communications. The stronger the image of Rotary in all parts of the world, the more clubs and districts are identified as Rotary, the more people everywhere will understand the great work we do and will want to join and support our organization.

The Brand Center provides some initial tools and resources to empower Rotarians to promote their clubs, build membership and bring our story to life. It helps us to use the rebranded digital emblems, logos, pictures and videos to create materials that ensure that Rotary and your club achieve a more prominent and recognizable image in your community. It provides tools and templates which are consistent with the voice and visual guidelines in the Strengthen Rotary Initiative.



The Brand Center will not answer all your questions – but it will get you started using the new look for Rotary. I found it easy to use, although I had one problem using my regular browser *Internet Explorer 11*. For some applications, specifically creating a logo for my club or district and using the club brochure template, I had to switch to another browser. Using *Google Chrome* instead worked like a charm. As you explore the Brand Center online, keep in mind that the new RI website — including the Brand Center — has had some problems with some browsers. Try switching to another browser if you run into problems using the tools in the Brand Center.

It will take two to three years to roll out the full Strengthen Rotary Initiative. Rotary will continue to develop and improve this new resource with more tools and templates throughout the coming year. As leaders in our clubs and districts we can work to share our knowledge of this new resource and encourage Rotarians to give it a try in the coming weeks and months. The new Brand Center is a great start to **Bring the Rotary Story to Life**.

*"Oh, the Thinks You Can
Think Up if Only You Try!"*

—Dr. Seuss



Literacy is about more than reading; it's about all the skills we need to communicate and function in today's society.

So when planning literacy projects for young children, remember the Map Project (described in article at left) which helps kids learn geography, and don't forget math and science skills as well. You'll find lots of great Seuss-inspired learning activities at www.inspirationlaboratories.com.

Give teens a chance to express themselves by developing videography and public speaking skills, and maybe even a chance to earn scholarship monies for college.

At the other end of the age spectrum, elders in your local community center or independent living complex might benefit from book donations to improve (or create) a lending library.

Elders also can achieve more independence and better communication with their grandkids if they are introduced to email and Facebook.

This is also a great way to connect Interactors with seniors. Ideas to help teach basic computing to elders are available: http://www.computershya.com/teach_seniors_computers.html

Literacy Skills



Fun & Easy Literacy Projects Your District Can Promote!

By Penny Jett, Hampton Club President and Past District 7780 Literacy Chair

Clubs can make a difference, each and every day, in supporting and promoting literacy projects. Take a few minutes during March, Rotary's Literacy Month, to educate clubs of the opportunities of literacy projects and their vital importance. Sometimes, it is just a matter of being exposed to the possibilities that will help clubs expand their involvement in supporting literacy in various ways. A simple reminder of the realities; dangers and consequences of illiteracy/low literacy and how it impacts all of our lives and the lives of so many around the world can be paramount to taking action.



In the United States alone, there are more than 4 million adults who cannot read or write, sign their own name or perform simple addition and subtraction. There are another 30 million U.S. adults who read or write only minimally and 40 million more who do not possess the basic skills necessary to keep up with changing technology.

So, what can Rotarians do? Promote fun and easy literacy projects to keep literacy

in the forefront of the activities that clubs do throughout each Rotary year. Here are a few ideas:

- ◆ Donate a book each week to a local classroom, library or community center in honor of club's program speaker (rather than giving a pen or collectible to the speaker). Have club members or Interactors design bookmarks or notes with the Rotary logo and words of encouragement to place in donated books.
- ◆ Remember books when you support your local food pantry or soup kitchen. Families who are in need of these resources are typically the ones most in need of reinforcing the importance of reading. Donate new or barely used books for both children and adults to your local food pantry. Book for adults can help them set an example of reading which will provide encouragement for children to read as well. Don't forget to include a Rotary bookplate in each book!
- ◆ Challenge clubs to participate on Read Across America Day on March 2, and use it as an occasion to volunteer to read to kids' classrooms. Make it fun, wear the infamous 'Cat in the Hat' hat, give out theme pencils or bookmarks, take lots of pictures and calculate how many children were involved throughout the District. Reinforce the message that reading is fun! More info? <http://www.readacrossamerica.org/>
- ◆ Invite all clubs to participate in a 4-Way Test Essay and Speaking Contest with the winner of the club competing at the District level. Or if public speaking isn't reeling the students in, consider a 4-Way Test Video contest where students can apply the 4-Way Test to an everyday issue they face day in and day out.
- ◆ Ask the District to purchase a map stencil (20 ft. x30 ft.) of your country and loan it out to clubs. Paint the map on school playgrounds or outside community centers to encourage children to learn more about geography. US and world maps and instructions are available for purchase at <http://www.peacefulplaygrounds.com>. You will be amazed as to how much fun Rotarians will have painting and how many map games the school kids will create!

Calendar of Events

March 6-8, 2014 — Northeast PETS, Sheraton Hotel and Convention Center, Framingham, MA. FMI: www.rotarynepets.org

Saturday, March 15 — Success Seminar at Holiday Inn, Swedesboro, NJ. An all day seminar for District leaders with breakouts on membership, public image, the Foundation and youth services, as well as an update on the 2013 Council on Legislation. FMI: CarolAnn Jeronimo: ag4ri7640@yahoo.com

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

March 21-22 — Mid-Northeast PETS, Hanover Marriott, Whippany, NJ. FMI: www.midnortheastpets.org

Monday, March 31 — Deadline to submit photos for the Zone Avenues of Service Photo Contest. FMI: <http://www.clubrunner.ca/Portal/story/StoryDetail.aspx?accountid=50077&sid=399&std=Zone>

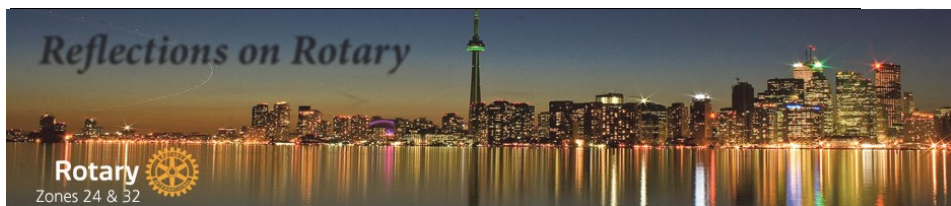
June 1-4 — 2013 Rotary International Convention, Sydney, Australia. FMI and to register: www.riconvention.org

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: <http://www.clubrunner.ca/Portal/story/StoryDetail.aspx?accountid=50077&sid=393&std=Zone>

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

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

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



Planning Continues for 2014 Zone Pre-Institute & Institute

By Director-elect Julia Phelps

Before we know it we will all be getting ready to attend the Zone 24/32 Institute in Toronto and I can assure you that many hours of thought and planning will have occurred before we even arrive. I'm happy to announce that PDG Jackie Hobal, District 5370, has accepted the position of Pre-Institute Chair. She is working closely with John and me on planning the training aspects of the program for District Governors-elect, District Governors-nominee and District Governors. We are also developing a strong program for leaders in public relations, membership, and our Foundation. Don't forget to check out the Institute website www.zoneinstitute.net for updates on all aspects of the Pre-Institute and Institute.



I also want to let everyone know that 2015-16 President K.R. "Ravi" and Vanathy Ravindran (shown here) will be attending our Institute. This is such a special treat for our Governors and their partners. PDG Liz Cullen, D7930, our Hospitality Chair, will be planning several special events for all of us to meet and socialize with both of them. Stay tuned for more details.

One of the great aspects of Rotary is that we have our meetings in so many unique and interesting places. One of the reasons I selected Toronto for our Institute was because of the diversity of the city. The Fairmont Royal York is right in the middle of downtown Toronto and there is so much to see and do that's in walking distance. The challenge is to make sure that everyone has the opportunity to get out of the hotel and take advantage of this great city. ***It's for this very reason that we are leaving Thursday morning and Saturday afternoon open for everyone.***

You'll be able to visit the CN Tower, which is 1,850 ft. high and is the world's highest, completed, freestanding structure with observation decks and restaurants. The Tower also features interactive displays and virtual reality simulators. You can check out the Tower's newest features, the Eco-Deck and the world's highest glass-floored elevator. The Harbourfront, which is also close by, features boat cruises, a ferry to Center Island, restaurants, patios, shops, a contemporary art museum, antique and flea markets. And finally, the Eaton Centre, one of the city's most famous shopping complexes, is located approximately a half-mile from The Fairmont Royal York. As you can see there's plenty to see and do.

Finally, I want everyone to ***SAVE THE DATES OF SEPTEMBER 21 – 27, 2015*** for the 2015 Zone Institute. I haven't finalized the location yet; however, it will be in Zone 32 and it will be easy to access! I know many of you are setting dates for 2015 fall District Conferences and I wanted to give you as much lead time as possible. In the meantime, mark your calendars but be sure to register (including hotel reservations) for the 2014 Institute.