



Rotary International Zones 24-32

Beyond Borders



• Bermuda • Canada • France • Russia • United States



RI President-elect Ravi and Director Julia show off their glow rings at MidAtlantic PETS.

Julia Phelps

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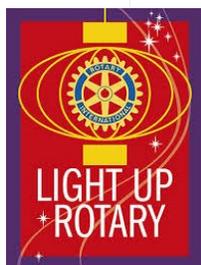
Zone 24: Canada,
Alaska and parts of northern U.S.,
Russia (east of the Urals),
St. Pierre and Miquelon
Zone 32: Bermuda,
Northeastern United States

www.rotaryzones24-32.org
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Rotary



March 2015



Leading today while preparing for our future

As I write this at the end of February, many of us are busy preparing for PETS. March is the month when many leaders in our two Zones engage in multi-district PETS. Governor-elects are spending countless hours compiling materials, motivating president-elects, finalizing their leadership teams, making arrangements for multiple meetings and putting together a calendar that will go into effect on July 1, 2015. Governors are focusing on the plans they put in place and achieving their goals.

All of this preparation brings back memories of my **limited** experience on the intramural high school track team; I ran the hurdles. We were the group of girls who weren't good enough to make the varsity team, but we loved to run, we loved to practice, and most of all, we loved the camaraderie. After school every day, we went to practice. We did the warm-ups, the drills and prepared for competitions against other intramural teams. I remember we did lots of crazy drills to get ready, but the thing that has stayed with me all of these years later is that our coach told us that if we "*slowed down, or took a stutter step while approaching the hurdle, we would be in trouble.*" He would tell us that the hurdle just "*sits*" there – "*so don't be afraid of it. It is not going to move, or jump up in front of you. There can be no hesitation, no slowing, take no prisoners!*"

As past and present leaders in our districts, I think this message is the same one we need to be sharing with our future club and district leaders. We all need to practice and plan, which includes warm-ups, trial runs, mentally preparing for the event. And then as we approach the start of our new Rotary year – no hesitating, no slowing down, no stutter steps. In order to successfully complete the Rotary year and achieve your goals you have to keep running. We need to keep our eyes open and focus on the goals for this year as we prepare for the next one and beyond.

RI President-elect Ravi is going to be attending many of these multi-district PETS and I'm sure he will stress that we *all have one year to get the job done and we can't squander the time or the opportunity. The time is short and there's lots to do.* As governors this year, we need to continue working toward our Foundation, membership and service goals. We set the bar for ourselves, so let's make sure that it's a high bar and that we are not setting the bar too low or settling for the status quo.

July 1st is just like those hurdles I encountered many years ago – a date on the calendar – we can't be afraid of it; it's not going to change. And just like members of the track team, we can't hesitate, we need to keep running. Let's make sure we continue to **Light Up Rotary** as we prepare to **Be a Gift to the World.**

—Julia

Innovative and Flexible

An array of ideas for innovative clubs are already working successfully in every part of the Rotary world. Strategies being used by clubs to be more responsive to the needs of members and the community include:

Buffalo Niagara Medical Campus Rotary: A club centered around a major medical campus (see article in December 2014 Beyond Borders newsletter).

Mesa East Rotary: A highly successful associate member program, with a primary focus on “snowbirds.”

Girdwood Rotary: A monthly schedule of revolving participation in lieu of the traditional weekly meeting:

- ◇ Week 1 - social
- ◇ Week 2 - speaker meeting
- ◇ Week 3 - community service project
- ◇ Week 4 - virtual meeting
- ◇ Week 5 - visit another club

Ketchikan First City Rotary: Inducts officers from U.S. Coast Guard Station Ketchikan as active members, and connects them with clubs in new regions when their duty assignments change.

Novosibirsk Initiative Rotary:

In-person club meetings broadcast by streaming video. Members participate “live” from anywhere in the world; every committee

and project has its own interactive chat site to work more efficiently.

Metropolitan Savannah Rotary: A similar monthly schedule used by this young professionals’ club:

- ◇ Two regular meetings
- ◇ One social meeting
- ◇ One project meeting



Meet Rotarian Chris Taylor, dressed for his Coast Guard duties (far left) and for his club’s Ketchikan beach cleanup.

Membership Matters

Innovation: A Collision of Need and Possibility

By Gayle Knepper, Zone 24W Rotary Coordinator

Innovative \ 'i-nə- ,vā-tiv\ adj. **Having new ideas about how something can be done; clever, imaginative, creative, inventive.** — Merriam-Webster Dictionary

There has been much discussion about innovation and the need for flexibility in Rotary. With the recent announcement from Rotary seeking clubs to participate in the “innovative and flexible” pilot program, this discussion has generated new energy.

How do we define innovation in a club? Although difficult to describe, we know when we see it. Clubs which are creatively adapting to a changing world and increasing impact as a result.

In the past three years, Rotary has involved hundreds of clubs in pilot programs, testing ideas from corporate memberships to satellite clubs. Pilot programs are designed to give clubs the ability to try options that better meet the needs of their members and communities, and for Rotary to look at outcomes and offer expanded opportunities to all clubs.

The innovative and flexibility pilot will involve up to 1000 clubs. They will have the ability to make structural changes to more effectively grow, including modifications currently outside the traditional structure defined by Rotary’s policies.

Could truly innovative clubs already be making these changes? Yes. Pilot or no pilot, transformations are underway. If that describes a club in your District, encourage them to apply. It is an opportunity for them to share their success and continue to define the structure that increases their impact.

What might be included in a flexible structure? Check out a few examples at left. The possibilities a club can pursue are nearly endless, limited only by their own creativity to find a better way.

Thinking about participating in the innovative and flexibility pilot? A few key details:

- Applications are due by March 31.
- Two-thirds of a club's members must agree to participate
- Pilot starts July 1, 2015 and ends June 30, 2017; progress reports sent to Rotary
- Clubs must have 20 or more members, be in good financial standing and chartered on/before June 30, 2010

To learn more, contact the Rotary Coordinator in your region or link to:

<https://www.rotary.org/myrotary/en/member-news/announcements/applications-now-being-accepted-pilot-allows-innovative-and-flexible>

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Membership Matters

When Perception Becomes Reality

By PDG Marty Peak Helman, Zone Newsletter Editor

Last fall, we followed a potential club as it gained traction and worked toward chartering. By year's end, the new club – tentatively named the MidCoast AfterHours Club in Boothbay, Maine – had grown to 25 members. Here, we learn why the group continues to grow – but decided they would not become a Rotary Club.



In late January, organizers felt it was time to vote to charter – but in the discussion that followed, members decided overwhelmingly that they wanted to do service in their home community, but that they did NOT want to charter as a Rotary Club. Here's why:

Attendance. Club organizers had taken a “flexible” approach to attendance. They knew the young business owners and managers who were the backbone of the membership had multiple priorities. But many club members had fathers who had been in Rotary; they knew the stories, and they would not be convinced that it was “okay” to miss a meeting. It didn't help that Rotarians from nearby clubs would stop by for a “makeup.” In the end, the members believed that the only way they could avoid the attendance issue was to steer clear of Rotary.

Cost. Club organizers had envisioned the new club as a low-cost alternative. But even the \$100 per member to pay District and International fees – plus the prospect of supporting The Rotary Foundation – proved a deterrent. It didn't help that District activities frequently involved hotel dinners. While members were aware of the benefits of being part of a worldwide organization, they didn't feel those benefits justified the expense.

Internationalism. The potential members were excited by Rotary's global focus – but didn't feel that it related to them personally. “I have a business to build,” one summed up. “I want to be active in my own community. Maybe in 20 years, if I'm successful here, I'll be able to worry about problems elsewhere.” Organizers had explained how District Grants were available to make a difference in the local community, and how Rotary Foundation grants had provided relief in neighboring states following Hurricanes Sandy and Irene, but potential members were still leery.

Business Orientation. The potential members perceived Rotary to be anti-business. Organizers explained that Paul Harris had started the organization for business networking, and that this focus had never gone away, but members remembered times in their previous Rotary experience when club members had been “fined,” for example, for mentioning their business activities. They pointed to the few members of the existing club who were Chamber members, compared with the number that were retired.

In the end, members voted to remain an unaffiliated service club. They plan to work with both the nearby Rotary and Lions clubs – as well as the Chamber of Commerce -- but to have no fee structure and minimal membership requirements.



Lessons Learned. It's clear that club organizers should have done a better job of explaining Rotary to the new club members. An equally important takeaway is that – for better and for worse – Rotary is a product of our own history. While we rejoice at past accomplishments, we must recognize that activities that served us well in a different time – and for a different membership demographic -- may be hard to either justify or outlive. As Rotary leaders, we should take these perceptions to heart; recognize that they are not unique, and may be impeding membership in more places than Maine.

Membership Growth Comparison – 2012 to 2015 YTD

District	July 1, 2012	June 30, 2014	2014-15				Cumulative Total	
			Jul 1 2014	Feb 25 2015	# Change	% Change	# Change	% Change
					June 30 to Feb 25		July 2012 to Feb 2015	
2225	489	500	501	471	-29	-5.80%	-18	-3.68%
5010	1774	1736	1726	1728	-8	-0.46%	-46	-2.59%
5040	1524	1503	1477	1489	-14	-0.93%	-35	-2.30%
5050	2744	2658	2635	2631	-27	-1.02%	-113	-4.12%
5060	2712	2629	2582	2674	45	1.71%	-38	-1.40%
5360	2159	2003	1971	1997	-6	-0.30%	-162	-7.50%
5370	2249	2279	2247	2289	10	0.44%	40	1.78%
5550	1606	1523	1513	1551	28	1.84%	-55	-3.42%
Total Zone 24W	15,257	14,831	14,652	14,830	-1	-0.01%	-427	-2.80%
6330	1943	1827	1827	1813	-14	-0.77%	-130	-6.69%
7010	1580	1582	1524	1540	-42	-2.65%	-40	-2.53%
7040 ②	2075	1922	1915	1890	-32	-1.66%	-185	-8.92%
7070	2070	2032	2006	2059	27	1.33%	-11	-0.53%
7080	1783	1724	1704	1727	3	0.17%	-56	-3.14%
7090	2483	2447	2411	2404	-43	-1.76%	-79	-3.18%
7790 ②	1799	1758	1723	1737	-21	-1.19%	-62	-3.45%
7810	1233	1187	1180	1208	21	1.77%	-25	-2.03%
7820	1576	1584	1557	1574	-10	-0.63%	-2	0.13%
Total Zone 24E	16,542	16,063	16,542	15,952	-111	-0.69%	-590	-3.57%
7210	1727	1675	1643	1655	-20	-1.19%	-72	-4.17%
7230	1502	1395	1376	1332	-63	-4.52%	-170	-11.32%
7255 ①	1980	1858	1721	1805	-53	-2.85%	NA	NA
7390	2435	2344	2335	2357	13	0.55%	-78	-3.20%
7410	1033	1069	1052	1088	19	-1.78%	55	5.32%
7430	1894	1804	1768	1776	-28	-1.55%	-118	-6.23%
7450	1607	1525	1508	1502	-23	-1.51%	-105	-6.53%
7470	1274	1182	1171	1196	14	1.18%	-78	-6.12%
7490	1256	1283	1187	1187	-96	-7.48%	-69	-5.49%
7500	1201	1169	1185	1163	-6	-0.51%	-38	-3.16%
7510	1165	1097	1092	1065	-32	-2.92%	-100	-8.58%
7640	1222	1132	1119	1105	-27	-2.39%	-117	-9.57%
7780 ②	1773	1650	1613	1653	3	0.18%	-120	-6.77%
7850	1604	1579	1536	1513	-66	-4.18%	-91	-5.67%
7870 ②	2281	2141	2118	2168	27	1.26%	-113	-4.95%
7890	2288	2197	2155	2145	-52	-2.37%	-143	-6.25%
7910	1475	1599	1575	1558	-41	-2.56%	83	5.63%
7930 ②	1916	1967	1955	1966	-1	-0.05%	50	2.61%
7950	2462	2353	2197	2324	-29	-1.23%	-138	-5.61%
7980	2362	2238	2308	2259	21	0.94%	-103	-4.38%
Total Zone 32	34,457	33,257	33,614	32,817	-440	-1.32%	-1640	-4.76%
Total 24 & 32	66,256	64,151	63,808	63,599	-552	-0.86%	-2657	-4.01%

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.

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Foundation Facts

Alumni Personalize the Power of The Foundation

By Alma Kruh, District 7890

Like all Districts, we know alumni from Group Study Exchange and Ambassadorial scholarships we sponsored in previous years. Borrowing from a program initiated in District 5170 (California), in the fall of 2013 we discussed how we could build on these relationships and make the work of The Rotary Foundation come alive in our District. We asked these alumni to partner with us by returning to our District:

- We asked them to share with us how The Rotary Foundation had changed their lives and the lives of citizens in their corner of the world. We wanted District 7890 Rotarians to hear first hand from people who live in areas that has been the beneficiary of the work of The Rotary Foundation.
- We hoped they would make friends with our Rotarians so that when District 7890 Rotarians think of giving to The Rotary Foundation, they do not think of an office in Evanston, but rather, they think of the friend and the lives changed that that friend represents.

It took a year of planning, but our first Partners program took place in the fall of 2014. The Partners' transportation was paid via a District Grant; Gov. Michael Roy budgeted the funds that previously had been earmarked for Group Study Exchange.



Katia Dantas (Brazil) Policy Director at the International Centre for Missing and Exploited Children. Katia was a Group Study Exchange team member in 2006. During her visit, Katia learned about the Rotary Peace Scholarship; she later attended the master's program at Duke University.

Vanessa Harper (Connecticut) Vice-consul of the U.S. Embassy in Caracas, Venezuela. In 2008, Vanessa traveled on a Group Study Exchange from this District to Sweden. She later applied to the US State Department and is now a Foreign Service Officer. Vanessa has been posted to the U.S. Embassy in Mauritius and also the Seychelles.



Chavengsak Leatritsirikul (Thailand) Chief Executive Officer of Adex Autocraft Co. Chavengsak traveled to this District on a Group Study Exchange in 2009. He returned home to Bangkok and joined the Samrong Rotary Club, spearheading a water program in Northern Thailand for disabled children.

David Shakya (Nepal) Business Development Manager in Kathmandu. David is a Past District Rotaract Representative in Nepal and Bhutan. During his visit to D7890, David spoke about the kind of "hands on" projects the many Rotaract Clubs in Nepal do, and the benefits of growing Rotaract Clubs in our District.



Four young alums from Thailand, Nepal, Venezuela and Brazil charmed us, home-stayed with us, reconnected with old friends, and showed a depth of commitment that was exciting to see. Some of our Partners are now Rotarians, some have gone on to work in fields of international friendship and humanitarian service — all sparked by The Rotary Foundation's impact on their lives.

We timed the program so the Partners could participate in Rotary-UN Day last November. A highlight of the trip was lunch with RI President Gary Huang and Corinne. The program culminated at our District Foundation Dinner, which the Partners keynoted. The Partners emphasized how Rotary has impacted their life and career choices. They thanked our members for their support of the Foundation and exhorted us to continue to "Thank Rotary" with contributions to the Foundation.

Alma Kruh, formerly GSE chair of District 7890, now serves as District Alumni Chair. She has maintained the relationships that made this innovative program a success.

Leaving a Legacy with The Rotary Foundation

by Frank Helman, Boothbay Harbor Rotary Club, District 7780

We have just celebrated February 23, the anniversary of the founding of Rotary, as World Peace and Understanding Day. One of the best ways for Rotarians to promote world peace and understanding is by contributing to The Rotary Foundation, which supports Rotary's programs for the benefit of humankind throughout the world. And gifts to the Foundation by U.S. taxpayers qualify for favorable tax treatment in the form of a deduction from gross income. (An article in last month's newsletter focused on Canadian tax issues.)

Up to 50 percent of the donor's adjusted gross income can be deducted, with any excess carried forward for up to five years. The deduction may also be subject to reduction in the case of taxpayers whose adjusted gross income exceeds certain limits (the 2014 limit for a married couple filing jointly is \$305,050).



Making a cash gift to The Rotary Foundation is quick and painless: just go to www.rotary.org/myrotary/en/learning-reference/document-center, click on "Contribution Form," and fill in the blanks.

In addition to cash, contributions can be made in the form of marketable securities, life insurance, real estate and charitable trusts or annuities. While gifts of cash are relatively straightforward, it gets more complicated when the gift is property other than cash.

The amount of the deduction for non-cash property is generally the lesser of the fair market value of the property at the time of contribution or the donor's cost basis in the property. An exception applies to appreciated securities, however: the full fair market value can be deducted (but only up to 30 percent of adjusted gross income). This allows the donor to avoid income tax on the appreciation in value; if the securities were sold and the proceeds contributed, the donor would be subject to capital gains tax on the increase in value.

Charitable trusts or annuities can take several forms. One possibility is for the donor to make a contribution to The Foundation in return for a guaranteed lifetime annuity. Alternatively, the contribution can provide that the income from the gift is paid to The Foundation during the donor's lifetime, with the principal passing upon death to the donor's specified beneficiaries.

Gifts can be made not only during lifetime, but also by bequest upon death or by gift of a life insurance policy.

Non-cash gifts will ordinarily involve unique circumstances and should be coordinated in advance with the Foundation.

In this limited space only a brief overview of the subject can be provided. This article is not intended to provide legal or financial advice, and donors should consult their tax and financial advisors concerning proposed gifts to insure that the intended tax benefits are realized.

Frank Helman, a member of the Boothbay Harbor Rotary Club and a Bequest Society member, is an attorney with an international practice.

Monty J. Audenart Endowed Fund



Special friends of Trustee and past RI vice president Monty Audenart are invited to contribute to his endowed fund within Rotary's Endowment Fund in memory of his many years of leadership and dedication to Rotary.

Contributions to the Endowment Fund will be invested and reinvested to be used for many years to come to support The Foundation's programs.

The spendable earnings from your gift will flow through Rotary's SHARE program. The appropriate split will be made between funds sent to the World Fund and funds directed as District Designated Funds (DDF) to District 5360.

All contributions are welcome. And with an initial contribution of US\$1000 or more, you are eligible to receive Benefactor recognition from The Rotary Foundation. Each Benefactor receives a distinctive certificate, as well as an insignia that can be work in conjunction with a Paul Harris Fellow or other appropriate pin.



Join in honoring Monty Audenart for his many years of Rotary service and leadership. For more information, and for instructions to make your contribution to this fund, go to:
<http://tinyurl.com/ksdcvqk>

Still Recovering from Hurricane Sandy

by PDG Bonnie Sirower, District 7490

It has been more than two years since Hurricane Sandy ravaged our shores in the New Jersey/New York area. Right after the hurricane hit, at the recommendation of then-Director Bryn Styles, the District Governors met during Rotary-UN Day to figure out — together — how to best deal with the effects of the storm.

The six Districts most affected started a joint campaign to raise money and to reach out to Rotary Clubs all over the United States and the rest of the world for assistance with food, clothing, water, diapers and other baby goods, furniture, cleaning supplies, toys and even pet supplies. CBS Radio broadcast pro-bono ads that drew listeners to our special New York area website and enabled people to donate monies online. Within only five days, a truck from Virginia arrived in our District sent by Disaster Aid USA, led by PDG Bob Grill. Together, we raised more than \$700,000 that was shared by the six Districts (anything donated within each District stayed there). In the eight weeks that followed the storm, we filled and emptied four warehouses five times, and with the help of more than 300 volunteers, distributed the donated goods from as far away as Australia within a 300 mile radius.



But providing the goods necessary for the immediate aftermath of Sandy was only the first step toward recovery. Each District used the money it received according to its own needs. My **District 7490** in northern New Jersey rebuilt infrastructure. We purchased two ambulances, rebuilt two local firehouses with both funding and sweat equity, helped to rebuild a Senior Citizen Center and a playground. Our South Bergen Rotary Club, with the help of Rotarians throughout the U.S., made a happy Christmas for more than 70 families who had lost their homes and gave I-pads to all of the children in the local schools.

District 7500 (Monmouth and Ocean Counties, NJ) paid for sheetrock and insulation to enclose 60 houses. The District installed new stoves to assist a food bank. A \$10,000 grant from Disaster Aid USA also helped restock a food pantry. More than 10 families who had lost major appliances were given the means to purchase

new ones. In **District 7260** (Suffolk County, NY), then DG Connie Gevinsky applied for a Matching Grant to help rebuild gardens and parks. **District 7640** in southernmost New Jersey used much of the \$108,000 it raised to purchase materials needed to rebuild homes for people with disabilities.

More than \$516,000 was raised by the five clubs in **District 7230** (New York City) most affected by Sandy. Immediately after the storm hit, Rotarians rolled into action: cooking meals, gathering and distributing supplies and food, cleaning out homes, collecting donations. Rotarians formed work groups and volunteered wherever they could. The District gave \$20,000 to each of the five clubs in Staten Island and downtown Manhattan to distribute as needed. Then it gave \$35,000 directly to families in need of assistance. Another \$45,000 helped support a Matching Grant to purchase home appliances. \$25,000 went to restore the Olympia Activity Center – a vital part of the Midland Beach Community. \$100,000 supported Staten Island Mental Health Center to continue counseling programs for children affected by post-traumatic stress created by natural disasters such as this.

District 7250 on Long Island, including Brooklyn and Queens (which has since merged with 7260 to become 7255) moved to directly assist families in need. They set up an application process through which families could apply for relief; the District gave out many small grants to these families. The District purchased nearly \$8,000 worth of emergency response digital alarm systems, which allow volunteer firemen to quickly respond to the elderly and sick within their community. The District also aided the Martin Luther King center in Lido Beach, whose facility was damaged by the storm.

Even so many months after the storm, there are people STILL not back in their homes — including 2013-14 Governor Sheila Vinton of District 7500. Mold is a frequent reason for the delay in returning, and other families have run out of money needed to rebuild. Some areas — including Union Beach — still are without power in some places. Through it all, Rotarians have been there. Many of us were directly affected by the storm, but that didn't keep us from reaching out to our communities and doing whatever we could.

Bonnie Sirower, then-governor of District 7490 in northern New Jersey, was named a White House Champion of Change in 2013 for her relief work in the days and weeks after Hurricane Sandy hit New York and New Jersey.

Club Central Utilization – Service Goals and Progress Indicators

District	Service Projects and Activities		New Generations Clubs		New Generations Participants	
		YTD Achievement	Avg of 2 indicators	YTD Progress	Avg of 3 indicators	YTD Progress
	% clubs with goals	% clubs actual participation	% clubs with goals	% clubs actual participation	% clubs with goals	% clubs actual participation
2225	0.0	0.0	0.0	21.0	3.0	0.0
5010	45.0	0.0	37.0	29.0	45.0	0.0
5040	24.0	0.0	24.0	35.0	37.0	5.0
5050	24.0	14.0	20.0	21.0	27.0	1.0
5060	27.0	41.0	17.0	19.0	31.0	1.0
5360	17.0	21.0	10.0	32.0	20.0	1.0
5370	49.0	16.0	37.0	34.0	43.0	1.0
5550	28.0	19.0	37.0	14.0	29.0	1.0
Avg Zone 24W	26.8	13.9	22.8	25.6	29.4	1.3
6330	31.0	13.0	25.0	11.0	28.0	0.5
7010	62.0	28.0	50.0	12.0	56.0	0.0
7040	57.0	0.0	42.0	18.0	45.0	2.0
7070	13.0	58.0	11.0	15.0	14.0	0.5
7080	20.0	23.0	20.0	17.0	30.0	1.0
7090	29.0	21.0	27.0	23.0	30.0	1.5
7790	33.0	47.0	26.0	9.0	30.0	3.5
7810	36.0	9.0	13.0	7.0	35.0	1.0
7820	41.0	28.0	26.0	17.0	14.0	0.0
Avg Zone 24E	35.8	25.2	26.7	14.3	31.3	1.1
7210	10.0	18.0	6.0	33.0	12.0	1.0
7230	2.0	0.0	1.0	30.0	5.0	2.0
7255	5.0	14.0	3.0	29.0	4.0	0.0
7390	26.0	7.0	23.0	22.0	26.0	1.0
7410	14.0	29.0	13.0	22.0	14.0	2.0
7430	86.0	10.0	66.0	33.0	59.0	6.0
7450	20.0	0.0	11.0	37.0	15.0	1.0
7470	4.0	120.0	2.0	34.0	2.0	0.0
7490	34.0	37.0	21.0	31.0	17.0	1.0
7500	95.0	13.0	17.0	35.0	16.0	2.0
7510	20.0	43.0	6.0	40.0	6.0	1.0
7640	12.0	10.0	9.0	31.0	9.0	1.0
7780	46.0	14.0	39.0	42.0	29.0	0.0
7850	19.0	0.0	8.0	19.0	18.0	0.0
7870	8.0	35.0	6.0	26.0	8.0	1.0
7890	25.0	13.0	16.0	32.0	11.0	0.0
7910	18.0	8.0	14.0	19.0	24.0	1.0
7930	42.0	23.0	34.0	43.0	35.0	3.0
7950	26.0	15.0	13.0	30.0	12.0	0.0
7980	33.0	23.0	20.0	41.0	16.0	1.0
Avg Zone 32	27.3	21.6	16.4	31.5	16.9	1.1
Overall 24/32	29.93	20.23	21.94	23.80	25.87	1.15



Author! Author!

When Mr. Apple attends his local Rotary Club, he is a bitter and isolated person. Introduced to the way of the Rotary and the Four Way Test, Mr. Apple embarks on a (rather unwilling) journey of self-discovery and transformation.

Mr. Apple is the brainchild of Wallis Zbitnew, a member of the Rotary Club of Regina South in District 5550. The motivational book's Foreword is written by Past RI president Wilf Wilkinson, and the book project was conceived as a fundraiser for PolioPlus. It was published late last year.

"Mr. Apple could be someone you know," Zbitnew said. "Everyone will find themselves in this book, in one way or another. ... At different times and different situations, I can identify with each to the characters [in the book]. You can't read this book and not at least think about being kinder to people."

Wallis Zbitnew hopes Rotary clubs will use her book as a fundraiser for Polio Plus. She is contributing her royalty fees to PolioPlus, and Inner Truth Publishing, which is publishing and marketing the book, is contributing 5 percent of all sales to the PolioPlus campaign.

The book sells for \$19.99 and can be ordered through Inner Truth Publishing: www.innertruthpublishing.com. It is being sold in boxes of 54 books for \$500 (taxes and shipping included) which would gross \$1079 per box. If resold at the retail price, this would provide a profit of \$579 per box.

Immunization: The Science — and Politics — of the Debate

Many of us endured common childhood diseases — and worse — in the era before immunizations were readily available. Now, a new generation of parents are concerned about perceived dangers of immunization, and as a result, growing numbers are choosing for their children to forgo immunizations altogether.

The immunization debate was rekindled last month, after potential U.S. presidential candidate New Jersey Governor Chris Christie said publicly that parents should be able to decide whether or not to vaccinate their children against measles. Later, he clarified his statement and said that "there is no question kids should be vaccinated," but by that time, he had jump-started a debate that seemed to match public safety against personal choice.

Christie's remarks come at a time when the Centers for Disease Control is reporting over 100 confirmed cases of measles in the United States. This follows an outbreak last year of 644 cases diagnosed across 27 states -- the largest outbreak of measles since the virus was declared eliminated in the United States in 2000.

The vaccine controversy in the United States centers on a paper published in the medical journal *Lancet* in 1999, which claimed that colitis and autism spectrum disorders were linked to the MMR (measles, mumps and rubella) vaccine. More recently, the author of that article was found to have manipulated his findings, and he has since lost his license to practice medicine. The paper was fully retracted in 2010, but by then, urban legend about the supposed dangers of vaccination had taken root, especially among more affluent communities in the United States.

Almost all states allow parents to opt out of their children's otherwise-mandatory vaccinations for religious reasons, and indeed, the number of exemptions for religious and other reasons rose greatly in the late 1990s and early 2000s. The American Medical Association has come out in opposition to exemptions, on the grounds that exemptions undercut herd immunity and therefore endanger health not only for the un-vaccinated child but also for the greater community.

Herd immunity theory proposes that infection is likely to be disrupted when large numbers of a population are vaccinated against the disease. In other words, if most of the population is immunized, the small minority that remain without immunization will in all likelihood be safeguarded as well. The threshold for herd immunity in measles is 83-94 percent, according to the CDC.

So far, the news in the United States has been all about measles, but polio has also endured its share of urban legends that have impeded immunization. In the early 2000s, some leaders in Nigeria claimed polio vaccinations were a plot to sterilize Muslim children. More recently, in Pakistan and Afghanistan, the Taliban has opposed vaccination and, tragically, has murdered PolioPlus workers and officials, including five more victims last month in Pakistan.

Back in the United States, when Senate Majority Leader Mitch McConnell said last month that he supports the use of vaccinations to prevent diseases, he drew on his personal experience with polio, which he contracted when he was two years old.





Call for Nominations: Don MacRae Peace Award

Each year, each of our Zones celebrate 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 Zone 24 and 32 is encouraged to submit one application for the Donald MacRae Peace Award. Deadline for submission is May 15, and the award will be presented at the Zone Institute in Providence next fall.

Candidates for the annual award 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 alike.

Complete details, a list of past recipients and application are available on the Zone [website](#). Deadline for applications is May 15, 2015; send them to:

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

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

The award honors the contribution 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 this vision of Rotary had been publicly expressed.

Public Image

Bill Gates Receives First “Dr. Bob Scott Award”

District 7070 in southern Ontario, home District to Bob Scott, has created the Bob Scott Disease Prevention Award to be presented to an individual or organization that is making a difference in the fight against disease. The first recipient of the award is Bill Gates, who was on hand to receive it late last month.

Rotary District 7070 named the award to honor Dr. Bob Scott, past PolioPlus Chair and past RI vice president, for his work as Rotary’s global ambassador in support of Rotary’s fight to end polio. During his eight years as RI PolioPlus Chair, Bob and his wife Ann traveled thousands of miles around the globe. He is credited with having raised millions of dollars from world leaders in the fight to end polio.

The award will be presented in Dr. Scott's name to individuals or organizations who have made a difference in the health and wellbeing of others on a local, national or international level.

Gates accepted the award in Ottawa on Feb. 25 (see article, next page) and then met with Rotary leaders for a private chat to discuss the future of polio immunization.

Valarie Wafer was governor of D-7070 in 2013-14 when the award was proposed. It was introduced to Rotarians in southern Ontario at the Rotary District 7070 Conference last October. Gordon Crann, president of the Toronto-Earlscourt Club, serves as chair of the District Bob Scott Disease Prevention Award Committee, which will choose the recipients.



Gord Crann, chair of the D-7070 award committee, left, and Bob Scott, past chair of the RI PolioPlus committee, present the award to Bill Gates, co-chair of the Bill and Melinda Gates Foundation. D-7070’s PDG Valarie Wafer is at right.

Dr. Scott first met Mr. Gates through their common interest in eradicating polio, he said. “Bill Gates is a great guy. He is the wealthiest man in the world yet he is working day and night to resolve many health situations,” Scott said.

In addition to fighting polio, the Bill and Melinda Gates Foundation contributes to malaria, diarrhea illnesses and anti-poverty initiatives.

The Bill and Melinda Gates Foundation’s new partnership with Rotary could bring more than \$500 million to the fight. In 2007, the Gates Foundation gave the Rotary Foundation a \$100-million challenge grant for polio eradication, and in 2009, increased it to \$355 million. Rotary agreed to raise \$200 million in matching funds by June 30, 2012, but Rotarians in fact raised \$228.7 million toward the challenge.

While in Ottawa, Gates met with Prime Minister Stephen Harper to discuss maternal, newborn and child health initiatives. The prime minister also reaffirmed Canada’s commitment to support immunization by announcing new investments toward improving access to vaccines for mothers and children. These investments are aimed at eradicating polio and eliminating tetanus, as well as providing support to 20 implementation research teams, made up of African and Canadian researchers, who will contribute to improving maternal and child health in Africa.

— from *Northumberland News*



An Unforgettable Rotary Celebration

By Governor Ariane Carriere, District 7040

How did a DG, a PDG, and a Zone Coordinator almost become trapped in an underground parking garage? It all started the week before World Peace and Understanding Day last month when I received a phone call from past RI President Wilf Wilkinson asking me if I would be interested in participating in a meeting with Prime Minister Harper and Bill Gates. Would I? That was an absolutely rhetorical question.

And could I round up other District 7040 leaders and Ottawa area club presidents very quickly because everyone had to be cleared and personally invited by the Prime Minister's office? Within two days, the list was prepared, and by Friday, February 20, everyone had received a personalized invitation for the following Wednesday. Just as I was beginning to relax I received a second invitation to bring Ottawa Rotarians together for a 110th Rotary Anniversary celebration on Parliament Hill hosted by MP Brad Butt, a member of the Mississauga-Streetsville Club. Again, we moved very quickly.

I Googled the building where the meeting was going to be held, and I noticed an underground parking garage. When we arrived, we could not see any public parking signs. We were pretty sure that the door would not open for us, but lo and behold, the Governor's Rotary-mobile must have influenced the sensors and we got in! We briefly discussed whether we really should be parking in the garage, but it was a great parking spot. As we were going up into the building, however, it was disconcerting to realize that every door locked behind us. Building security had numerous questions for us, but all was explained; the security check was done; and a temporary pass issued.



We had a great lunch. I was so proud of the 35 Rotarians from almost every Ottawa club who were involved. Some of us talked about why we were Rotarians. President Wilf presented a tie to Brad Butt who told us that he would wear it the following day when he spoke in Parliament about Rotary's anniversary. Which he did: You can catch Brad's speech and check out the tie [here](#).

As for the DG (me), PDG Bette Miller, and Zone Coordinator Lynda Ryder, we were assured that if we took the correct elevator down, we would be able to get out of the building. We had a few anxious moments because we did not know if the door was going to open for us. But once again, the Rotary mobile came through, and we were soon on our way home.

On Wednesday, February 25, we returned to Ottawa. The discussion with the Prime Minister and Bill Gates was at the Delegation of the Ismaili Imam, established by His Highness the Aga Khan. Twenty-one Rotarians, mostly Past District Governors and Club Presidents attended, plus our District Rotaract Representative, Natasha Farrugia. A new round of funding for immunization campaigns to fight polio and tetanus was announced.

The Prime Minister spoke: "We in the educated, medically advanced, sophisticated part of the world, we have a responsibility when it comes to this, not just a responsibility to vaccinate our children — which I think every parent has a responsibility to do — and not just a responsibility to encourage widespread vaccination so we're not putting other kids at risk. ...But we have a responsibility to set an example. We know these medical interventions work and as an advanced, educated society it is completely irresponsible of people in this society to communicate anything other than that anywhere else in the world."

It was quite a week in the life of our District. For more pictures, go to our [District 7040 Facebook](#) page.



Calendar of Events

Wednesday, March 11, 7:00 pm
EST/4:00 pm PST — Webinar: **Growing Membership: Non-Traditional Club Structures & Member Options.** Designed for all district leaders, including DGs/DGEs/DGNs, AGs and membership chairs/committee members. Presented by the Zone24W Coordinator team. Registration link is posted on Zone 24-32 Facebook page.

March-April, 2015 — Spring semester, Rotary Leadership Institute. For dates, locations and to register, go to www.rotaryleadershipinstitute.org

Wednesday, April 1, 2015 — Deadline to submit your District of Club nomination for the 2015 Donald MacRae Peace Award. See details on page 10.

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, Brazil. Register at riconvention@rotary.org. Learn about Host Organization Committee events at 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

Get Fired Up for Rotary!

September
21-27, 2015



Zone Institute

Guess Who's Coming to Providence!

Rotary International President-elect John Germ

John is a member of the Rotary Club of Chattanooga, Tennessee. He is the CEO of Campbell and Associates Inc., an engineering consulting firm, and is the founder and treasurer of the Chattanooga State Technical Community College Foundation. John has served Rotary as vice president, director, Foundation trustee and vice chair, chair of the \$200Million Challenge and president's aide. John has received Rotary's Service above Self Award, the Citation for Meritorious Service as well as the Distinguished Service Award. Come and join the 2016-17 president and his wife, Judy!



Don Chandler, District 7890 Governor 2016-2017

Rotarians who registered for Zone 2015 before January 31 were eligible to win three free nights at the Providence Omni Hotel and Don was the lucky winner! Congratulations, Don!

Don and his wife Susan are members of the Rotary Club of West Hartford, CT. Don's background is in electrical and computer engineering. He has owned his own consulting practice for more than 20 years. Don has served Rotary in many positions in Districts 7890 and 7020 including assistant governor, webmaster, Annual Programs Chair and member of the 7890 Strategic Planning Committee. He is currently chair of the District Global Grants Subcommittee and a faculty member of the Rotary Leadership Institute. Come and join Don and Susan!



Come to Sao Paulo and Light Up Rotary!

The Rotary International Convention is in Sao Paulo this year. Celebrate a fantastic Rotary year, learn more about Rotary, gain project partners, and make many friends from all over the world. Join your fellow Rotarians in Sao Paulo in June! For more information, go to <http://www.riconvention.org/en/2015/Pages/ridefault.aspx>

After you register for the convention, sign up for our zone celebration buffet dinner which will be held on Friday, June 5, the night before the convention. Tickets must be purchased in advance. <http://www.clubrunner.ca/Portal/SitePages/SitePage.aspx?accountid=50077&pid=95598>

Questions on attending the convention? About obtaining a visa? Contact Carol Toomey at carolrotary@gmail.com

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