



Rotary International Zones 24-32

Beyond Borders



• Bermuda • Canada • France • Russia • United States



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A Message from Our Director

Throughout this Rotary year, RIP Ron Burton has asked us to Engage Rotary; Change Lives. It has been very rewarding to Randy and I to travel across our two Zones and see how Rotarians have taken that theme to heart. I think President Ron's theme is a culmination of many years of change within Rotary but it has encouraged us this year to focus those years of work.

The Regional Membership Plans are now showing dividends. Our Zone Coordinators (Rotary Coordinators, Regional Rotary Foundation Coordinators and Rotary Public Image Coordinators) have had a joint effort encouraging VIBRANT Rotary clubs. I read a quote a few weeks ago by Alfred Perlman, a 1950s railroad executive who said "After you've done a thing the same way for two years, look it over carefully. After five years, look at it with suspicion. And after ten years, throw it away and start all over." That is something we in Rotary have been reluctant to do.

Many clubs are now reassessing themselves to ensure that they are meeting the needs of their club members and their communities. Successful clubs are doing a strategic plan to ensure they have direction over the next few years. The results are clear. If members are excited about Rotary they become engaged and engage new members.

We are also engaging Rotary with our Foundation. Many Districts have had success with their Million Dollar Dinners and many more are in the planning of their own Dinners. These dinners not only help to raise funds for our Foundation but they offer an event for education and fellowship. Information on how to organize a Million Dollar Dinner (MDD – a new acronym!) is available from the Major Gift Officers of each Zone – Carolyn Ferguson or Jenna Archuleta. To me it would seem to be a perfect event to use the expertise of our Past District Governors.

Please remember that each Rotarian is vital to our organization. It is up to us, Zone & District Leaders past, present and future, to help all Rotarians to become engaged. Then we will truly see the power of Rotary.

—Bryn

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Lessons from Thailand on Peace and Conflict Resolution

By Carolyn Jones, Chair of The Rotary Foundation's Peace Centers Committee

I went to Thailand at the end of January to evaluate Rotary International's Peace Center program at Chulalongkorn University. The trip coincided with local protests of the upcoming national elections as well as election day and after. Back home in Alaska, I could finally process my experiences. I realized that what I experienced was my own mini-lesson in peace and conflict prevention and resolution. Here is what I learned.

The media really does sensationalize current events. During my stay, I had access to cable channels that broadcast news about the protests in Thailand as well as to several online news web sites. To listen to media reports, you would believe that Thailand was close to exploding. Tourists were warned not to travel to Thailand. Yet, every day I walked by a tent city set up by the protestors and I felt no fear and saw no threats of violence. It looked like a great outdoor sit-in and late night party, complete with live music and speeches.

Non-violent protests can be organized, disciplined and effective. Time and again, I would comment to myself about how "civilized" was this protest. At the tent city, some protestors had the assigned task of cleaning up litter. There were two gaily-painted school buses transformed to provide bathrooms and showers. There were designated protest sites, usually around government buildings; there were designated sites that were safe sites – for example, tourist venues and airports. Rather than use violence to change government, these protestors determined to change government by making it impossible for the sitting government to operate. They blocked entrances to government buildings, thereby preventing government leaders and workers from entering. They ringed postal buildings to prevent the distribution of ballots, thereby challenging the validity of an election in which a significant number of ballots could not be cast. On the night before the election, the music was loud and continuous and I expected it would last all night as a means of motivating the protestors for the next day's actions. On the contrary. At eleven in the evening, the music ceased. Completely. Absolutely. I surmised that there is a noise abatement law that takes effect at 11. Whatever the reason, I got a good night's sleep.

Peaceful protests become non-peaceful when two opposing sides deliberately confront each other. It seemed that the protest by the anti-government group was fairly peaceful and nonviolent. However, when the pro-government forces would come to a protest site and confront the anti-government forces, violence would ensue. Both sides had an assortment of weapons and both sides were willing to use them. Until recently, the Thai police had been content to stand by and make sure that things did not get crazy. Shortly after the election, the Thai police evidently decided that it was time to discourage the remaining protestors; to dismantle their tent cities; to put a stop to the protests. Predictably, there was violence. The police used the weapons at their disposal; the protestors responded with what they had. At the end of the day, four people were dead.

Extreme conflict leads to extreme fallout. A field trip to Mae Sot on the Burmese border exposed me to another lesson in peace and conflict. While the events in Bangkok represent the "beginning" of conflict and in a peaceful manner, what I learned in Mae Sot was about the fallout or end of extreme or violent conflict. Meeting with the organizations that address the needs of refugees from Myanmar told me a lot about the "ending" of conflict. The victims of conflict face statelessness, lack of documentation, homelessness, unemployment, illiteracy, threats to personal safety, unsafe housing, malnutrition, illness – to name a few.

The lesson lives. My time in Thailand was too brief to qualify me as an expert. Indeed, I did not go to Thailand with any intent or expectation that I would get a personal lesson in the subject. I was enriched and educated by the experience; I see the world differently; and I will never be precisely the same.

Since I have come home, I continue to look for reports about the unfolding events in Thailand. Now I have to rely solely on what the press will tell me but, at least, I remember that I should not believe everything that the media writes. When I watched the opening of the Winter Olympics, I looked for the tiny Thai contingent and I was glad they were present. I have been to a local Thai restaurant for lunch with my friends. I read about the ongoing protests and violence in Syria and Venezuela and compare them to what I observed in Thailand. I ask myself why they are different. Is it a matter of history or religion or culture or people in power or leadership on all sides or something else that I am missing? I don't know the answers. I hope, one day, that the Peace Fellows financed by The Rotary Foundation will have those answers.



What They're Studying

Duke-UNC is one of six Rotary Peace Centers worldwide. The Peace Fellows all complete field study and research on a specific topic designed to promote peace and conflict resolution. This year's theses include:

Trauma Healing:

*Taking Care of Ourselves While Caring
for Our Communities*

Natasha Gorr Holt, Australia

Ending War: Can it be Done?

Ana Paula Saad Calil, Brazil

Autocracy vs. Democracy:

*The Impact of Political Regimes on
Policymaking in Brazil*

Beatriz Rey, Brazil

Improving the Delivery of Justice in the State of Bahia, Brazil

Anderson Freitas, Brazil

Social Entrepreneurship and the Rotary Peace Fellows Program

Reem Ghunaim, Palestine

Conversations on Leadership

Negaya Chorley, Australia

Simplified Antibiotic Regimens for Treating Infants in the DRC with Possible Severe Infection

Adrien Lokangaka, Congo

Building Trust and Changing Perceptions: the Quest for Peace I n Saskatchewan, Canada

Rhett Sangster, Canada

Integrated Peace and Development, a Local Perspective: The Eastern Democratic Republic of Congo and Julienne as Agent of change

Silvia Fontana, Italy

Defying the Odds! Factors that Account for Post-Independence Peace and Stability in Zambia

Muyatwa Sitali, Zambia

Resistance as Peacebuilding: Lessons from Southern Mexico

Scott A. Sellwood, Australia

Rotary Peace Centers



A "Live" Look at Rotary's Investment in Peace

By Alan Hurst, Zone 32 Coordinator

Each April, the Duke/UNC Peace Fellow graduating class holds a spring conference to talk about their thesis projects and to let the attending Rotarians know that their investment in the program is paying off. The theme this year was "Practicing Peace Everyday: The Art of What is Possible." The Rotary Peace Fellows presented their research, and shared examples of hope, peace-making and positive change from every corner of the earth.

The conference was "sold out" at 270 guests and for at least the second year the presentations discussed were live streamed and will shortly be available [online](#).

This year's class, Cohort 11, consisted of 12 Fellows from eight countries. Brazil and Australia each had three scholars — which is unusual. Next year's class, Cohort 12, has ten scholars from 10 countries — and many of the countries are different from those represented by Cohort 11. The Duke/UNC event begins with a Friday night reception which allows those present to meet and converse. Present in the room are all of the scholars from the two current cohorts and typically alumni from prior cohorts, Rotary Foundation staff, Duke/UNC personnel and Rotarians. There was a brief presentation with introductions, some thanks to administrators and then two of the Fellows had the opportunity to share the importance of the Fellowship to their lives, careers and their future.



Saturday morning began with additional opportunities to talk with the scholars. Each scholar had a storyboard and easel which depicted their area of focus and a brief summary of their two-year program. One scholar, Wilson Kameli Naiyomah from Kenya, is a Masai warrior who wrote and had available for sale a book titled "14 Cows for America." It is a children's book that tells how his village gave 14 cows to America in response to 9/11. The last page of the book states:

*Because there is no nation so powerful it cannot be wounded,
Nor a people so small they cannot offer mighty support.*

Typically, each of the fellows is given 15 minutes to provide a multimedia summary of their two-year program and thesis followed by a 10-minute Q&A with the audience. Their faculty advisor helps facilitate the Q&A and often will have additional comments to share. This year, however, the class changed the format slightly. Three scholars did a combined session that looked at peace building from the individual, community and national perspective and compared their inputs and outcomes.

One scholar discussed reconciliation with First Nations tribes in Saskatchewan and had each quadrant in the audience role-play one of four characters.

Rotary's investment in the Peace Fellows program is on solid footing, is paying good dividends today and promises an even better return on investment in the future. Take the opportunity to attend next April or to view the live stream.

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Foundation Facts



Insuring Stewardship of Our Foundation Dollars

By Governor Carolyn Johnson, District 7780

We are urged to contribute regularly to The Rotary Foundation and get involved in grant-making, but what assurances do we have that funds are spent and managed wisely? The application process requires a needs assessment, goals, outcomes, sustainability measures, and connection to the Foundation's overarching goals. Recently, I was a part of "the rest of the story" that ensures stewardship of Foundation funds.

Many clubs in our District have supported the Guatemala Literacy Project, a partnership involving Rotarians designed to support education opportunities for some of Guatemala's poorest children. We have regularly used Rotary Foundation grants to increase the impact of club and District donations. This year, TRF required a review of existing projects before a new grant could be approved. As a result, I spent ten days with a member of TRF's literacy cadre visiting schools; interviewing teachers, students, and parents; reviewing finances; meeting host Rotarians to demonstrate how our grant monies are being used, and to show that the projects accomplish their intended purpose. It was a fascinating and educational experience!

Bill Stumbaugh, a Rotarian and educator from California, was the cadre member assigned to review our last three projects and report back to the Foundation on their strengths and weaknesses. Bill has a wealth of experience — as an educator and as a Rotarian. He asked tough questions and prompted much reflection. For more than a week, we visited at least four schools each day, traveled long, dusty roads (this wasn't about taking the easy route!) and even stopped unannounced at a few project schools to confirm that books really *do* exist, teachers really *have* participated in training, and the literacy process taught really *is* being used in classrooms.



It involved long days, but was a great opportunity for me to see the projects through the lens of a Rotarian, a contributor to our Foundation, a project implementer, and an educator. Overall, Bill was complementary — a huge relief and source of pride! But he was not without serious recommendations to improve our projects and stewardship of the grants. He's right: We need to increase the involvement of Rotarians, both those who host the grant and our international partners. We want to find ways to work more closely with local communities to do specific needs assessments, rather than relying solely on data reflecting national or regional norms.

The experience gave me a renewed pride in our literacy work, but more important, it offered renewed respect and appreciation for The Rotary Foundation. It isn't enough to contribute so funding is available for projects and grants. These projects represent our funds and those of fellow Rotarians. As such, funds must be spent wisely, make a difference, and have a long-term positive impact.

I was previously not aware that the Foundation went to such lengths to oversee appropriate stewardship of funds. As a donor and a grant implementer, I now have a greater appreciation of the care, concern, and oversight Trustees offer to ensure careful stewardship of our Foundation's resources.

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Foundation Case Study



Clean Water and Sanitation: It Takes Commitment and Time

By Rick Lawrence and Don Chandler, District 7890

While on vacation in Guatemala back in 2005, Connecticut Rotarian Rick Lawrence attended a Rotary Club meeting of La Antigua, where he made the initial contacts that led to clean water and sanitation projects in seven Mayan communities in the highlands of Guatemala — and eventually led to D-7890's first Global Grant in 2014.

Right at the beginning, Rick asked La Antigua to partner on a Matching Grant. But the club was already committed to the maximum number of grants allowed under Foundation rules, and it felt the project was too remote for the club to oversee it properly.

However, a club member introduced Rick to Behrhorst Partners for Development (BPD), an NGO that has a stellar track record of providing services to indigenous communities since 1967. BPD responded promptly and with enthusiasm to Rick's request to partner. BPD identified a village whose elders were willing to share in the development work; the NGO prepared a budget and, back in the US, Rick began the fund raising process. That first year, clubs in District 7890 raised a total of US\$24,000 for the village of Cojomachaj. This project was completed in the spring of 2007.



Photo: Richard S. Lawrence

That first project turned into a long-term commitment. Through the effectiveness of Rick's club presentations, more than 30 clubs — within 7890 and well beyond — have participated in water and sanitation projects. All have been directly funded through club donations and overseen on the ground by Behrhorst Partners for Development. The most recently completed project in Saquiya, for example, involved 26 Rotary Clubs from four Districts and total contributions of \$38,000.

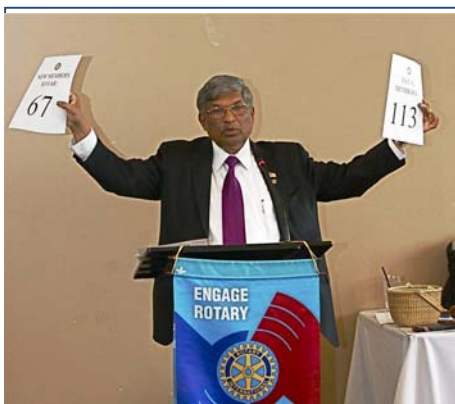
As a result of this work, most of the smaller installations envisioned in Behrhorst's original proposal have been completed. What remains are those that require more complex water systems. So when Global Grants became available, it was only natural for Rick to again make contact with La Antigua Rotary. In 2013, again working with BPD, La Antigua and Rick's home club of Manchester, CT, agreed on the framework for a Global Grant to fund sustainable water and sanitation improvements in two villages.

The Global Grant was approved earlier this year for a total funding of \$70,405. In Chuacacay's 110 households, a potable water system, gray water filters and improved, vented latrines will be constructed. In El Llano, a water system has already been built, but the funds will provide the community's 130 families with gray water filters and latrines. Follow-on plans call for another \$30,205 to be contributed and administered directly by BPD to provide vented stoves for each household in both communities.

This was District 7890's first Global Grant application. It is always challenging to learn a new system, but the online process eliminates the mailing or faxing of hand-written documents between two disparate countries. One of the most attractive features of the new process is the ability for the primary contacts from host and international clubs to collaborate on line. As the application is refined, both partners can see changes in real time. Obtaining required signatures was also far easier than previously.

This water project is complex, involving multiple International clubs, language issues and an NGO partner. Breaking new ground with this project has given us the experience needed to fully utilize Global Grants in District 7890 in the future.

Rick's photo, shown on this page, was taken in Cojomachaj, Guatemala. It won the 2008 "Rotarian" magazine photo contest as best picture to convey our motto of Service Above Self.



How to Treble a Club's Size

When Satya Mitra became president of the Worcester (MA) club in D-7910 last July, the club had 48 members. At last count the number of members in the club is 120 — and increasing.

"Before I was club president I was just a Rotarian," he says. "But when I became club president I really dug in and discovered the value of Rotary. I wanted to be the best club president that I possibly could. I decided to bring the same passion to help build Rotary that I had brought to build my business."

So Satya went to the non-profits in town. "You need volunteers," he told them. "I can bring you volunteers. Rotary will support your organization — but first, you have to join the club."

Then he went to the business community, to people like himself who had built their businesses and were doing well. "You want to give back," he told them. "You are a business success and now you want to share what you have. Rotary can help you do that — all you have to do is join the club."

Satya believes that everyone wants to give back — that no one is measured by themselves alone but by what they share in community. And he believes that Rotary's values are something that the business community needs. "We have lots of projects," he says. "We are vibrant, energetic, enthusiastic. Anyone who has an enthusiasm to give back is welcome in Rotary."

And the wisdom of Satya's approach lies in the numbers.

You can hear Satya Mitra at the International Convention in Sydney in June!

Membership Matters



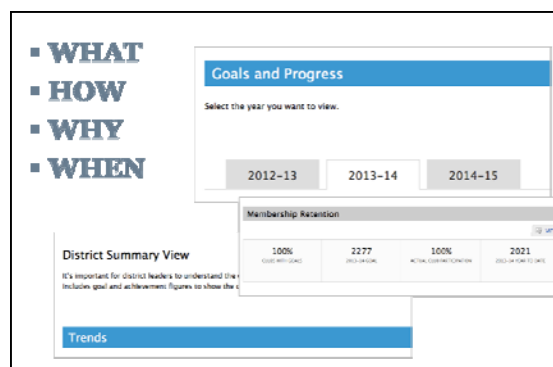
Rotary Club Central: Creating More Effective Clubs

By Gayle Knepper, Rotary Coordinator, Zone 24W

Think for a moment about your work as a district leader. If you had an online tool to quickly view a snapshot of clubs' goals and progress, identify in what areas they were excelling and where they might need support, would it be beneficial?

No matter which position we hold, the foundation of our jobs is to support district and club leaders in building more effective clubs. Although the number of resources available to help is enormous, there is a valuable online tool that brings dual benefits: benefits to clubs *and* benefits to district leaders. That resource is Rotary Club Central. This management tool, introduced in 2012, is being actively used by many districts and clubs to help increase the vibrancy of Rotary in their regions. Clubs will make the full transition to Rotary Club Central for setting goals and tracking progress for the 2014-15 year. Club Central replaces several of the annual planning forms and, as district leaders, we will see all club goals online. That means now is the time for Presidents-elect to enter their goals for the coming year.

Club Central combines the most critical elements of vibrant clubs. Club leaders can use it to set goals, make annual and long-range plans, assess progress and evaluate results in one integrated tool. It is also a natural way to implement "One Rotary" --- a coordinated and highly effective way to conduct Rotary service. Club Central supports One Rotary as it includes components on membership, public image, service and The Rotary Foundation, essential elements of well-functioning clubs.



Clubs using Rotary Club Central have found it brings many benefits: more thoughtful planning, quicker achievement of goals, more information to members about the club's activities and greater transparency in communications. It builds continuity, smoothing out the annual cycle of leadership change. In addition to increasing club effectiveness, Club Central has another important advantage. Though use of the "Service" indicators, it is easy to measure the effect of our clubs and districts on the local and world communities. The information captured on hours donated and contributions toward humanitarian projects illustrates the true impact of Rotary.

To help clubs transition to Rotary Club Central, it is most effective to develop a structured plan of training and support. Webinars are an ideal component, supplemented by one-on-one support. Assistant governors, the link between the district and clubs, can be charged with hands-on work with club leaders.

Now is the time to determine the system your district will use for full implementation of Club Central, schedule the training and arrange support. Your region's Rotary Coordinator can assist you in implementing these steps in your district and working with your leadership team, now and throughout the coming months.

If you haven't yet explored Rotary Club Central, log into My Rotary at www.rotary.org. On the lower left side of the screen below the "My Club Snapshot" section, click "View Goals" under Rotary Club Central to access the tool. Based on your role in the district and/or club, you will have different views, data and functions available.

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*	Apr 15 2014**	# Change	% Change	# Change	% Change
				July 1 2013 to April 15 2014		July 2012 to April 2014	
2225	489	469	502	33	7.04	13	2.66
5010	1774	1734	1759	25	1.44	-15	-0.85
5040	1524	1514	1549	35	2.31	25	1.64
5050	2744	2604	2695	91	3.49	-49	-1.79
5060	2712	2662	2697	35	1.31	-15	-0.55
5360	2159	2038	2048	10	0.49	-111	-5.14
5370	2249	2265	2319	54	2.38	70	3.11
5550	1606	1584	1572	-12	-0.76	-34	-2.12
Total Zone 24W	15,257	14,870	15,141	271	1.82	-116	-0.76
6330	1943	1857	1860	3	0.16	-83	-4.27
7010	1580	1554	1599	45	2.90	19	1.20
7040	2075	1964	1987	23	1.17	-88	-4.24
7070	2070	2026	2060	34	1.68	-10	-0.48
7080	1783	1761	1755	-6	-0.34	-28	-1.57
7090	2483	2403	2424	21	0.87	-59	-2.38
7790	1799	1761	1781	20	1.14	-18	-1.00
7810	1233	1200	1212	12	1.00	-21	-1.70
7820	1576	1591	1611	20	1.26	35	2.22
Total Zone 24E	16,542	16,117	16,289	172	1.07	-253	-1.53
7210	1727	1693	1706	13	0.77	-21	-1.22
7230	1502	1404	1392	-12	-0.85	-110	-7.32
7255 ①	1980	1799	1833	34	1.89	NA	NA
7390	2435	2344	2358	14	0.60	-77	-3.16
7410	1033	1078	1065	-13	-1.21	32	3.10
7430	1894	1837	1836	-1	-0.05	-58	-3.06
7450	1607	1502	1549	47	3.13	-58	-3.61
7470	1274	1223	1225	2	0.16	-49	-3.85
7490	1256	1267	1280	13	1.03	24	1.91
7500	1201	1194	1187	-7	-0.59	-14	-1.17
7510	1165	1108	1114	6	0.54	-51	-4.38
7640	1222	1160	1160	0	0.00	-62	-5.07
7780 ②	1773	1641	1649	8	0.49	-124	-6.99
7850	1604	1564	1595	31	1.98	-9	-0.56
7870	2281	2181	2148	-33	-1.51	-133	-5.83
7890	2288	2227	2231	4	0.18	-57	-2.49
7910	1475	1493	1600	107	7.17	125	8.47
7930 ②	1916	1913	1964	51	2.67	48	2.51
7950	2462	2357	2378	21	0.89	-84	-3.41
7980	2362	2269	2311	42	1.85	-51	-2.16
Total Zone 32	34,457	33,254	33,581	327	0.98	-876	-2.54
Total 24 & 32	66,256	64,241	65,011	770	1.20	-1,245	-1.88

*Based on July 1 SAR.

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

① D7250 and 7260 merged to form D7255 effective July 1, 2013; two-year District history is not available.

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



Winners of Zone Photo Contest Portray Best of Rotary

Congratulations to the winners of the Zone 24-32 Five Avenues of Service Photo Contest.

The photographs show the variety of projects our clubs undertake and the passion Rotarians have for service.

Club Service

Photo: Amelia Panico
Rotary Club of West Orange, District 7470
Club members cleaning, painting, clearing trails for Service Day at Camp Merryheart.



Thank you to all who entered and for your enthusiasm for this first Zone photo contest. First place photos are shown here; second and third place winners are posted on the Zone [website](#).

Community Service

Photo:
Wendy Hoffman
Rotary Club of Boundary, District 7450
"Rotary River Rubbish Ride" - Rotarians canoed down the Brandywine River to pick up trash.



A special thanks to the Zone 24-32 Public Image Coordinators who served as judges: Peggy Hebden, Dave Clifton and Penny Offer.

—PDG Chris Offer



Vocational Service

Photo:

Gregory Smithers
Rotary Club of Cambridge, District 7850

Cambridge Area Rotary member Anne Standish presents a gift of Thesauruses to the Cambridge Village School 5th graders



Youth Service

Photo: Catherine Palmquist

Rotary Club of West Chester, District 7450

Youth enjoy participating in and learning leadership skills at Rotary club community fundraising event

International Service

Photo: Peter Smith

Rotary Club of Port Hawkesbury, District 7820

Awing Village, Cameroon - delivering life-saving polio drops. Wearing his Chief garment after being inducted into the Awing tribe in 2011 by HRH King Fonzo



Calendar of Events

Monday, May 12 — Million Dollar Dinner will be held at the New York City Athletic Club sponsored by Zone 32 Districts 7210-7230-7255-7980.

FMI: <http://zone32mdd.org>

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

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

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

October-November — Fall semester, Rotary Leadership Institute. For dates and locations and to register, go to www.rotaryleadershipinstitute.org.

Wednesday, October 9 — Million Dollar Dinner in D-7820, Halifax, NS. FMI: www.youareinvitedtodinner.com/

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

Saturday, November 1 — Rotary UN Day. FMI and to register: www.riunday.org.

January 18-24, 2015 — International Institute, San Diego, CA

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

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

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

May 29-June 1, 2016 — RI Convention in Seoul, South Korea

June 10-14, 2017 — RI Convention, Atlanta, GA

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



Live a Recommendable Life (It's not just what you say, it's what you do)

By Director-elect Julia Phelps

That's what Paul Rand told the Rotary Coordinators and Public Image Coordinators when he met with them in early March. And then he proceeded to tell all of us about the power of "personal recommendations" and how to make Rotary the most recommended brand. He had my attention and I wanted to know more; I had a million questions going through my mind. And then I thought, all of us probably have the same questions and that's when I decided to ask Paul to share his expertise with us at the Zone Institute.

Paul serves a dual role professionally. He's the President and CEO of Zócalo Group (www.zocalogroup.com), a leading digital and social media marketing agency focused on making its clients' brands the most discovered, talked about and recommended in their category. In addition, he is the Chief Digital Officer for Ketchum (www.ketchum.com), a leading global communications firm with operations in more than 70 countries across six continents. Zócalo Group and Ketchum are part of Diversified Agency Services, a division of Omnicom Group (www.omnicomgroup.com).

Paul also is the author of *Highly Recommended, Harnessing the Power of Social Media and Word of Mouth to Build Your Brand and Your Business*, published in September 2013.



Along with his roles at Zócalo Group and Ketchum, Paul serves on the national board of directors for the Council of the Better Business Bureau, is a past president and board member of the Word of Mouth Marketing Association (WOMMA), and is Vice Chairman of the Dean's Advisory Board for DePaul University's Driehaus College of Business and Kellstadt Graduate School of Business.

Prior to launching Zócalo Group, Paul was a Partner, Executive Committee member, and Global Chief Development and Innovation Officer for Ketchum. Paul also served as Director of Ketchum's Global Technology Practice and Managing Director for its Midwest operations. Before Ketchum, Paul was the founder and CEO of Corporate Technology Communications (CTC), the Midwest's largest independent corporate and technology communications firm. Ketchum acquired CTC in June 2001.

Paul is widely regarded as an industry leader and innovator in digital marketing, social media, word of mouth and public relations, and has been featured in *The Wall Street Journal*, *The New York Times*, *Bloomberg Business Week*, National Public Radio, *The Chicago Tribune*, *PRWeek*, *AdWeek*, *Advertising Age* and many other media outlets, in addition to speaking at numerous conferences and events each year. He has degrees from the University of North Carolina-Greensboro and DePaul University.

Paul has also been working with Rotary's Marketing and PR Department. I hope you're excited to find out how we can all play a part in making Rotary the most recognized brand in North America and the world. Don't forget to check out the Institute website for updates www.zoneinstitute.net on all aspects of the Pre-Institute and Institute. New information is being added regularly.