



Rotary International Zones 24-32

Beyond Borders



• Bermuda • Canada • France • Russia • United States



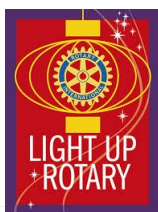
Julia Phelps

RI Director 2014-2016
Rotary Club of
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Zone 24: Canada,
Alaska and parts of northern U.S.,
Russia (east of the Urals),
St. Pierre and Miquelon

Zone 32: Bermuda,
Northeastern United States

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



Rotary



May 2015

Youth: Our Present and Our Future

As I've attended various District events over these past few months, I'm always struck by the positive energy that is in the room when there are Youth Exchange students, Interactors, RYLarians, Rotaractors and/or scholars involved. It doesn't seem to matter whether they are participating in the flag ceremony, exchanging pins, working on a community service project or sitting at your table during a meal, the energy level and the conversation is always upbeat and positive. As you talk with these students and young professionals they readily share with you that *"being involved with Rotary has changed their lives."* Something that all of us know firsthand as well.

Yet, how many times have we let these students slip away from us and from Rotary? We know that only a small percentage of Rotaractors become Rotarians and we have even less reliable information regarding the number of Youth Exchange, Interactors, and RYLarians who go on to become Rotarians. Yet they've told us *"being involved with Rotary has changed their lives."* I can also tell you that these experiences have also changed the other members of their family.

I recently was talking with the parents and sister of an Outbound Youth Exchange student. The sister was expressing regret that she didn't pursue the opportunity and the parents were sharing their previous connections to Rotary; the father was a former member. Before the end of the conversation I had a commitment from the father to reach out to the Rotary club sponsoring his daughter and attend a meeting and the sister is going to explore a gap-year opportunity. The key to this conversation, however, is **follow-up**. We all have these conversations and we feel good in the moment, but it's what we do in the weeks that follow that is so important.

So I ask you, do you or members of your youth committees, follow-up and keep in touch with the participants and their family members regarding what's new in your District and/or the possibility of joining a local club? I think we know the answer just based on the lack of data we have. I'm amazed how the University of Arkansas and Indiana University seem to know where I am within months of moving. Why don't we have the same information on our Alumni? Do you have professionals in your District that can help you develop a system that would allow you to keep up with Rotary Alumni regardless of where they are in the world? I want to challenge all of you, as past, present and future leaders of our organization, to develop and implement a plan to stay connected to the alumni and their parents of these Rotary programs.

I'm hoping that we will be able to jump start this process by hosting an **Alumni Reunion** at the Zone 24 / 32 Institute in Providence, RI this September. I've asked PDG Alan Hurst to take the lead on this portion of the Institute. In preparation, I want to ask that you gather up the names, emails, addresses, and phone numbers of any Alumni that you have kept in touch with from your District. I'm sure Alan will be reaching out to all of you soon as the reunion begins to take shape.

In the meantime, I want all of us (myself included) to reconnect and follow-up with all of our Rotary Alumni. We helped them become the person they are today; let's find out how that journey has continued and what they are doing. My guess is that they are **Lighting Up Rotary**.

—Julia



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.

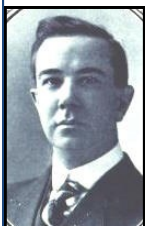
Every Rotary Club and District in Zone 24 and 32 is encouraged to submit one application for the Donald MacRae Peace Award. The award will be presented at the Zone Institute in Providence next fall.

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.

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.

Membership Matters

Membership: Every Member's Obligation

By Wilf Wilkinson, past RI president

Like many Rotarians in Zones 24 and 32 I've been a member of Rotary for a long time, but I don't think I ever gave my responsibility to attract new members the emphasis it requires. I often explained how I never proposed a single member for my Club until I found that I would be losing the "Public Accounting" classification because in 1971 I had been selected as District Governor. I reacted quickly and proposed one of my business partners for membership in my Rotary Club.

The second time the question of Membership raised its head was when my Club agreed in the early 1990s, after much discussion, to welcome women members. It was agreed that we should not just welcome a token women but rather invite at least three to join our ranks. I was delighted when one of my women professional partners joined our ranks.



I confess that was the extent of my membership proposals after having been a member for almost 30 years. However, in 1995/96, Herb Brown from Florida became our International President and for the first time an International President started putting emphasis on the responsibility that each member has to share the ideals and work of Rotary with other qualified men and women. Since 1996 there have been very few years where I haven't proposed at least one member.

I believe that just as we encourage every member to contribute to our Rotary Foundation, every year we should encourage every member to propose one qualified person for membership in our Club or another Rotary Club. I am convinced that every member, if they stop and think about it, knows at least one person who would make a good member. However, just like in major fundraising efforts, you usually have to approach at least four persons in order to obtain one gift. Perhaps the time isn't right, but you sow the seed and that is important.

A new qualified women or man Rotarian is definitely a gift for the Club and for the Community that it serves. It may be your doctor, dentist, lawyer, or your pastor.

It may be the real estate broker, your insurance agent, the chief of police or the owner of the company that looks after your lawn care, air conditioning, furnace, or any of those other necessary duties that so many of us contract for each year.

And what about our sons and daughters, their husbands and wives — even our successful grandchildren who are in business or the professions? Perhaps they live in other cities or countries but could make a contribution to those communities.

We would be recognizing them and helping Rotary to stay young and vibrant.

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Membership Matters

Work of Young Professionals Summit Gains Momentum

By Sam Heck, past president of the Portland Sunrise Club, District 7780

Last month, I was pleased to read Director Julia Phelps' letter (see April newsletter, page 1) about the Rotary Young Professionals Summit that took place in Chicago last fall. As one of the 32 young Rotarians selected to be part of the Summit, it has been rewarding to see my fellow Rotarians take note of Rotary's efforts to recruit younger members and begin thinking about how they can be involved.

Coincidentally, I read her remarks as I was preparing my own presentation about the Summit for my District Assembly. I found myself struggling with what to say, particularly when asked what the highlights of the experience were. Over the course of the Summit's three days, I met such wonderful and enthusiastic Rotary colleagues, reviewed some telling data with Rotary staffers, and exchanged so many experiences, that it was difficult to choose specific high points.

As I reviewed Summit materials and takeaways, I came across a video that RI had made about the experience. In the video I heard myself saying, "I hope these are connections that are going to last beyond the conference, where we can bring new ideas to the table." It was then that I realized the reason I was having such difficulty summarizing our work is that the most exciting work is still going on.

At least once a week, I hear from one of my fellow Summit participants about a new, exciting idea in their efforts to make their clubs and Districts more open to Millennials and other new members. Through email and through a working Facebook group, this dedicated team of committed Rotarians continues to share creative ideas and is working together to strengthen Rotary and our clubs.

Virginia McKenzie from Seattle has started a mentoring program for new Rotarians in her club and is helping to start a new community-based Rotaract club in her District. Jade Piros de Carvalho from Hutchinson, KS is leading her club through a Visioning process with an emphasis on membership sustainability. Rachele Bouchard from Bellevue, WA has led her club to re-examine its dues structure and introduce discounted rates for new members. Marie Zielfanski Fallon from Pittsburgh started a monthly networking series for new Rotarians. Kara Dobelis, Danielle Lallement, and Mitty Chang from California are working together to plan a multi-District West Coast Young Professionals Summit, and Ryan Clements from Midland, GA is helping to plan an international Young Professionals Summit at the 2016 RI conference in Seoul.

The thing that strikes me most is the creativity and diversity of my fellow participants' ideas. Equally important, though, is a point raised by Director Julia in her letter: Most of these ideas are of benefit not only to young professionals, but to all Rotarians. We all want clubs that are dynamic, flexible, sustainable, and engaging. The better we are at helping young Rotarians find their path to fulfilling and enriching service through Rotary, the more we will all find ourselves becoming better Rotarians.



Members of last autumn's Young Professional Summit slow down long enough for a photo. D-7780's Sam Heck is first row, far left.



**Get Fired Up
for Rotary!**

September 21
-27, 2015



Go Providence!

A Sneak Peek of Coming Attractions

Rotary Fellowship, Friendship, Food and Fun. Providence has them all. To see what you have to look forward to at Zone 2015, just follow this link:

<https://www.youtube.com/watch?v=7EA-59bVJ5E>

Keep an eye out for:

- ◆ The Rhode Island Convention Center
- ◆ The Omni Providence Hotel
- ◆ The Blue Room at the Rhode Island School of Design (right)
- ◆ WaterFire (see photo above!)

Register today at: <http://zoneinstitute.net/register/>

If you have any questions, please contact me, Liz Cullen, Zone Institute Chair.

lizgcullen@yahoo.com or (H) 978-948-7345 or (C) 978-618-2357



And Announcing:

Zone Institute 2016 will take place in Winnipeg, Manitoba. Pre-Institute training will be September 26-28, 2016; Institute will be September 29-October 2, 2016. Save the date!

Membership Matters

Создание динамичного и эффективного клуба

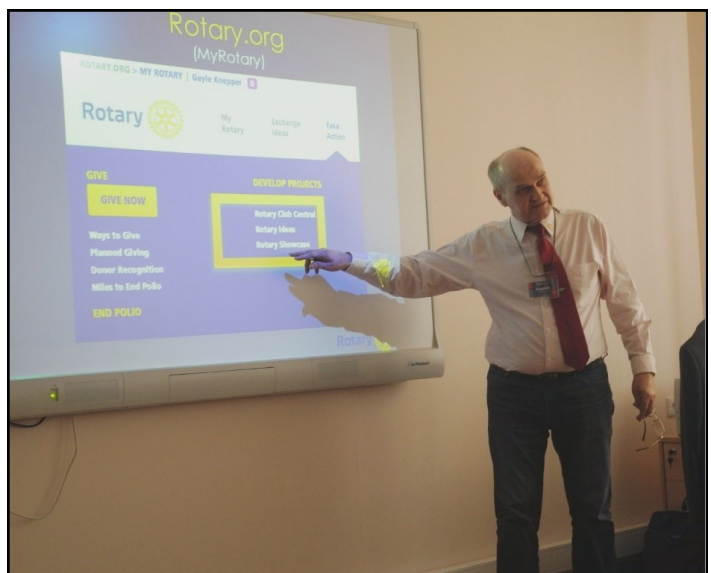
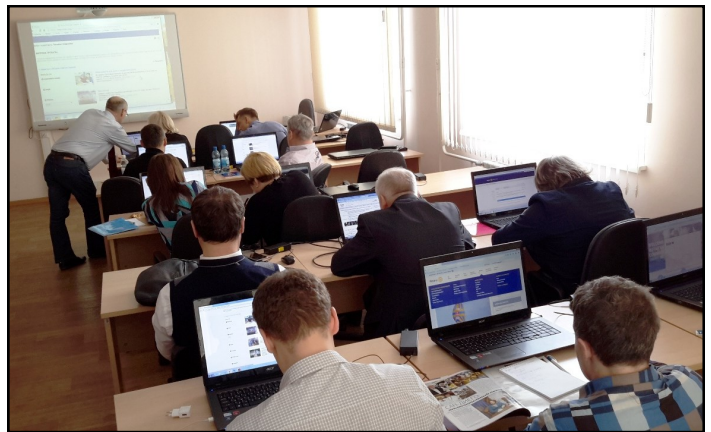
Club Central got you stumped? What about learning it with a different alphabet?

As in many Presidents elect Training Seminars throughout Zones 24 & 32, District 2225 Rotarians at PETS in Siberia spent an afternoon becoming familiar with the new tools on the Rotary.org site to support more effective clubs.

This hands-on session, led by PDG Andrey Konushok (visible in bottom photo), emphasized the use of Club Central with Rotarians practicing entry of information. The PETS was held in Kemerovo, Russia.

Club Central is supported in Rotary's official languages. But for our colleagues in District 2225, they are not only learning Club Central in a different language, but also in a different alphabet.

Special kudos to the District 2225 Rotarians: These Russian speakers are using and entering information into Club Central in English. "Creating a Dynamic and Effective Club," as shown in Cyrillic in the title, was the theme of this session.



Calendar of Events

Friday, May 15 2015 — Deadline to submit your District or Club nomination for the 2015 Donald MacRae Peace Award. See details on page 2.

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

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

September 21-27, 2015 — 2015 Zone 24-32 Institute, Providence, RI. "Get Fired Up for Rotary" at the Omni Providence Hotel, Rhode Island Convention Center in Providence, RI. Register: <http://rotaryzones24-32.org>. FMI: PDG Liz Cullen, Institute Chair, lizcullen@yahoo.com

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

January 15-16, 2016 — Presidential Conference—Peace and Conflict Resolution, Ontario, CA.

February 19-20, 2016 — Presidential Conference—Disease Prevention and Treatment, Cannes, France.

February 27-28, 2016 — Presidential Conference — Economic and Community Development, Cape Town, SA.

March 12-13, 2016 — Presidential Conference, WASH in Schools, (emphasis on Literacy), Mumbai, India.

March 18-19, 2016 — Presidential Conference, WASH in Schools (emphasis on Water and Sanitation), Manila, Philippines.

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

September 27-October 2, 2016 — Rotary Zone Pre-Institute and Institute in Winnipeg, Manitoba.

International Convention

Come to Sao Paulo and Light Up Rotary!

Coming to the International Convention in Brazil? It's not too late to sign up, but you will need to do so quickly. These are the things you need to do. (And please share this information with your club members.)



1. Register for the convention at www.rotary.org
2. Sign up for the hotel that fits your budget or sign up for home stay. Most of the good hotels are a distance from the convention center so pick a hotel that you already have a relationship with or makes your wallet smile.
3. GET A VISA ASAP. You will need your passport as the visa becomes part of your passport. If you are unsure of how to do it, hire a professional. There are several.
4. REGISTER FOR BEYOND BORDERS BUFFET DINNER. You can do this on the zone website. It is still \$75 per person. This will be your first event of the convention and will give you a chance to find out where your friends are staying and arrange for future dinners and outings with them.
5. Check the program for the convention on the RI website. You may want to plan your events in advance.

Change of Plans?

Did you know that you can go online to rotary.org and click on "register for convention" even if you have already registered? When you do this, you will be given the option of changing your personal information, changing your registration, your guest's registration, having your confirmation emailed to you or signing up for another convention event.

Convention App Coming in May

Plan your schedule, get up-to-date program information, download breakout session resources, and connect with other attendees using the convention mobile app. Check back in May to download the app for your smartphone or tablet. For more information, email convention.breakouts@rotary.org.

Massachusetts Rotaractor Set to Close the Convention

One of our very own Rotaractors will be closing the last plenary session in Sao Paulo. Katherine Piccione, president of the Rotaract Club of Worcester Polytechnic Institute in District 7910 (and second from right in this photo), will continue the tradition started last year, by "passing the torch" and sharing her experience working on a water project in Guatemala.



— Carol Toomey, Zone 32
Convention Promotion Chair

The Passion and Practicality of International Work

By Dean Rohrs, Zone 24-32 Rotary International Director-Nominee



I was fortunate to accompany a group of Rotarians from D-5360 to Uganda late last year. We visited D-9211 to re-establish and develop new relationships to cooperatively work on Global Grants including scholarships and Vocational Training Teams (VTTs).

D-5360 has in place an extremely well-designed management structure to ensure that its DDF funds are spent, managed and publicized and all the necessary stewardship concerns addressed.

The goals for this visit were to:

- ◆ Restore a working relationship with the NGO Kulika after the passing of its previous CEO, and work with local Rotary clubs to develop a plan for educating farmers.
- ◆ Work with D-9211 Foundation leaders to determine interest in developing large Global Grants such as dental, optometrist and cervical cancer programs.
- ◆ Meet with leaders from Materes University in Kampala to determine interest in working with education facilities and setting up two-way VTT programs along with establishing sustainable programs to utilize, equip and train skilled workers.
- ◆ Set in place a relationship with Materes University to partner with the Calgary Eye Clinic and the University of Calgary ophthalmologists.
- ◆ Develop a relationship with the Lions Club-sponsored eye surgery/cataract initiatives in order to support and expand on their existing programs.

The results from these meetings are truly astounding. The following highlights just a few of the programs that are now in place:

- ◆ The Rotary Club of Stettler has submitted a Global Grant which includes multiple VTTs in support of the Kulika program. Kulika leadership will be attending the D-5360 District Conference.
- ◆ Four Rotary Clubs in Kampala will be hosting grant applications sponsored by D-5360, and the Rotary clubs of Calgary North, Airdrie, Stettler and Sarcee have partnered to fund a +\$100,000 VTT Global Grant..
- ◆ Two multi-tiered Global Grants including VTT exchanges are in process with Materes University. These will involve dental programs and training for workers at the University of Alberta Dental School and NAIT Technical College.
- ◆ A Global Grant is also in the development stage to support eye programs at Materes University.

These programs will have a high profile at the upcoming D-5360 District Conference. Breakout sessions will help spread the word and encourage clubs to utilize their existing Global and District Grants and show how they can be pooled to build even larger grant activities.

The Uganda trip last year was exciting, hard work, and also fun! To see tangible results – which will spill over for many years to come – really illustrates how working with The Rotary Foundation can bring humanitarian relief to thousands of people. Contact D-5360 District Foundation Chair Rick Grass (grass@xplore.net) for more information.



Dean Rohrs exchanges banners at a Kampala club (top) and takes part in a farmer training program organized by the Kulika NGO (above). At right, a Rotary culinary scholarship student tastes home brewed tomato wine.



Club Central Utilization — Foundation Goals and Progress Indicators

District	Annual Fund				Polio Plus		Major Gifts	
		YTD Progress	Avg of 4 indicators	YTD Progress		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)	% clubs with goals	% clubs (actual Participation)
2225	100.0	56.0	28.0	21.3	11.0	7.0	7.0	0.0
5010	60.0	95.0	52.5	62.5	53.0	68.0	43.0	3.0
5040	60.0	92.0	46.0	56.0	48.0	72.0	25.3	8.0
5050	100.0	90.0	47.8	61.3	100.0	84.0	20.3	8.7
5060	53.0	95.0	32.0	58.0	34.0	71.0	17.7	3.7
5360	96.0	83.0	36.5	51.0	25.0	60.0	10.0	4.7
5370	77.0	89.0	52.0	54.3	67.0	84.0	32.0	6.0
5550	49.0	96.0	26.8	56.0	34.0	83.0	22.3	1.3
Avg Zone 24W	74.4	87.1	40.2	52.5	46.5	66.1	22.2	4.4
6330	100.0	90.0	52.5	53.2	70.0	79.0	23.3	1.6
7010	67.0	88.0	40.3	50.0	63.0	74.0	34.6	23.3
7040	61.0	75.0	44.7	40.3	52.0	46.0	31.8	16.3
7070	100.0	98.0	30.0	63.8	96.0	74.0	95.0	3.0
7080	86.0	90.0	44.0	53.0	82.0	73.0	14.0	7.0
7090	86.0	80.0	49.3	47.0	67.0	63.0	29.3	9.3
7790	48.0	79.0	30.7	34.5	37.0	52.0	15.0	3.0
7810	72.0	72.0	42.3	43.0	46.0	62.0	8.6	2.7
7820	96.0	87.0	50.0	48.0	53.0	77.0	15.6	16.7
Avg Zone 24E	79.6	84.3	42.6	48.1	62.9	66.7	29.7	9.2
7210	24.0	71.0	16.0	13.0	44.0	8.0	1.7	1.0
7230	11.0	74.0	5.0	35.0	7.0	30.0	6.0	0.7
7255	5.0	59.0	4.5	6.9	5.0	23.0	2.3	1.3
7390	57.0	87.0	41.0	52.0	43.0	48.0	25.0	3.0
7410	100.0	81.0	33.0	38.0	19.0	36.0	9.0	2.3
7430	100.0	93.0	71.5	55.0	93.0	63.0	53.0	12.0
7450	98.0	98.0	41.0	65.0	16.0	61.0	10.6	2.0
7470	88.0	60.0	26.0	28.5	84.0	50.0	0.0	2.0
7490	42.0	64.0	26.0	29.0	16.0	12.0	8.6	0.0
7500	100.0	63.0	41.0	28.0	23.0	20.0	8.0	0.0
7510	45.0	93.0	23.0	46.0	28.0	40.0	3.6	1.0
7640	14.0	80.0	8.5	42.0	8.0	43.0	4.0	0.0
7780	97.0	97.0	78.3	63.0	69.0	72.0	40.0	2.6
7850	40.0	74.0	23.0	41.0	10.6	0.6	18.0	0.0
7870	18.0	68.0	10.3	38.0	12.0	38.0	7.0	1.3
7890	63.0	88.0	39.0	45.5	52.0	67.0	15.6	1.3
7910	37.0	86.0	25.0	43.0	29.0	31.0	6.6	4.0
7930	65.0	94.0	50.1	52.0	52.0	50.0	35.0	0.0
7950	35.0	76.0	19.0	36.0	21.0	53.0	14.0	1.3
7980	73.0	92.0	50.0	56.0	35.0	38.0	20.0	0.0
Avg Zone 32	55.6	79.9	31.6	41.7	32.2	43.5	14.3	1.9
Overall 24/32	69.84	83.78	38.13	47.44	47.20	58.75	22.08	5.16

Peace Fellows Recommend NGOs in Nepal

The Rotary Action Group for Peace asked Peace Fellows working in the region to suggest NGOs that they trust to help with Nepalese relief. Here's what they recommended:

ADRA Nepal. ADRA has staff already connected and working with remote villages in Nepal that need significant assistance.

BRAC. BRAC is sending a team to provide 5,000 to 10,000 blankets, medical treatment, essential medicine and dry food to earthquake victims.

Mercy Corps. Rotary Peace Fellows who work with Mercy Corps have said that their staff is already on the ground and working side by side with survivors.

Peace Winds Japan. Two Rotary Peace Fellows worked for this NGO during the Sumatra earthquake in 2005 and speak highly of their emergency response.

Sankalpa Gorkha. This is a local NGO in Gorkha district, the epicenter of the earthquake.

Sarvodaya USA. Sarvodaya is helping supply food and tents to a village south of Kathmandu.

UN Central Emergency Response Fund. The UN Central Emergency Response Fund (CERF) has already released \$15 million to kick-start relief work in Nepal.

World Vision International. World Vision is already working in the five districts which were the most badly affected.

... and don't forget:

Shelterbox. Rotary's own emergency response organization is already on the ground and distributing tents to hospitals in Katmandu.

Rotary Peace Centers

People-Centered Approaches to Sustainable Peace

By Marty Peak Helman

Each year, the Rotary Peace Center that is co-located at Duke University and neighboring University of North Carolina-Chapel Hill hosts a Peace Conference, which is really an opportunity to meet the Master's Degree candidates at the Peace Center and hear from them what they have been studying and how they hope to make a difference in the world.

This year, nine of the 10 graduates had chosen to focus on humanitarian problems in their home countries, ranging from dealing with the effects of war to trying to curb environmental disasters. All have worked to come up with sustainable solutions to seemingly insurmountable problems. Here's what they discussed:



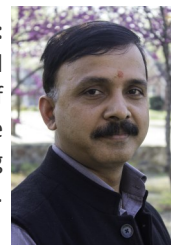
Luiz Pinto, Brazil: Bringing peace to the Amazon by establishing a Peace Center there that would support the needs and concerns of indigenous peoples living in the Amazon basin.

Geysar Gurbanov, Azerbaijan: From communal violence to civil war: the role of democracy and political entrepreneurs in resolving the Nagorno-Karabakh conflict between Azerbaijan and Armenia.



Lyttelton Braima, Sierra Leone: Diamond revenues and the challenge of funding post-conflict reconstruction in the community amid a culture of corruption.

Manish Kumar, India: Reducing malnutrition and strengthening delivery of nutrition services to the rural poor in developing countries.



Aya Ovezova, Turkmenistan: Improving water management in Central Asia with a goal to avoid future conflicts based on growing demand for this diminishing resource.

Tekle-ab Mekbib, Ethiopia: Learning and improving delivery upon the existing Ethiopian Health Extension Program, especially with regards to maternal and child health.



Daniela Tort, Mexico: Seeking solutions to the political and humanitarian problem of unaccompanied children entering the United States alone and without resources.

Hai-Ryung Sung, South Korea: Promoting maternal and child health through water, hygiene and sanitation programs in Cambodia.



Dilshad Jaff, Iraq: Shedding light on the need to protect both healthcare workers and patients who are too frequently targeted in the war.

Pranisa Ekachote, Thailand: A strategy to restore peace in Thailand's southern provinces where Muslims are a minority amid Thailand's strong Buddhist traditions.



Rotary International Support Team

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Polio Plus

Polio Immunizations Resume in West Africa

For the first time since the start of the Ebola outbreak in West Africa, thousands of health workers are fanning out across Guinea, Liberia and Sierra Leone in nationwide immunization campaigns with an aim to protect three million children against preventable but potentially deadly diseases including measles and polio.

"While the effort to get to zero cases of Ebola continues, it's critical that basic health services are restored," said Manuel Fontaine, UNICEF's Regional Director for West and Central Africa.

"Stepping up immunization programs that were disrupted by the epidemic will save lives and prevent a reversal of the health gains that were made in these countries before the outbreak."

As the campaigns are taking place at the start of World Immunization Week 2015,

while the threat of Ebola remains, vaccinators are following strict protocols including the use of protective wear, such as gloves and aprons, as well as regular hand washing, according to a press release issued today.

More than 26,000 cases of Ebola and over 10,000 deaths have been reported across the three countries where the outbreak has weakened already fragile health systems while disrupting routine health interventions.

In Sierra Leone, where mass immunization campaigns were suspended from October 2014 because of the Ebola outbreak, a Mother and Child Health Week began in April with healthcare workers providing Vitamin A, de-worming pills and screening for malnutrition.

"More than 10,000 vaccinators and distributors will be going door-to-door across the country to deliver the interventions, which also include updates for those aged 0-23 months who have missed routine vaccinations," UNICEF said.

This month, an immunization drive for 1.5 million children under five will cover measles and polio, according to UNICEF and the World Health Organization.

Sierra Leone has one of the highest rates of infant and maternal mortality in the world with a maternal mortality ratio of 1,165 per 100,000 live births and under 5 mortality at 156 per 1,000 live births, according to WHO.

In Guinea, UNICEF reported that a nationwide measles campaign got under way on April 18 to vaccinate 1.3 million children aged six months to nine years.

In Liberia, a campaign to provide measles and polio vaccinations to over 700,000 children under five years old is planned for May 8-14.

UNICEF said it has supplied over 750,000 doses of measles vaccines and, together with its partners, is training more than 3,000 vaccinators and county health officials. It is also working with the Government of Liberia on nationwide social mobilization efforts to raise awareness of the campaign.



—reprinted from *allAfrica.com*

A Project With Heart and Sole

By Gayle Knepper, Zone 24W Coordinator



Collecting 25,000 pairs of shoes for the needy in 25 days. That was the initial project goal of Jim Belshaw, Kelowna (BC) Sunrise Rotary, in 2010. What happened? He received over 40,000 pairs and it didn't stop there — in 2011, over 80,000 pairs flooded in.

The number has now surpassed 600,000, dozens of community sponsors are providing support, hundreds of volunteers are sorting and transporting shoes, and thousands of residents are bringing shoes to collection points. On April 23, the project leaped forward with the unveiling of Shoe Bank Canada, a collaboration of the Kelowna Sunrise club, Soles4Souls Canada (the non-profit organization initially formed to manage the project) and Kelowna Community Food Bank. The goal now? One million pairs in every province, called the "Million Shoe Mission."

Shoe Bank Canada evolved from the Kelowna Sunrise Shoe Bank, started as part of this project and operated by Rotarians, ambassadors from Telus, a project sponsor, and other community volunteers. Its mission is simple: provide footwear at no cost to those who can't buy shoes because of desperate situations. Jim said, "Not all of them are homeless as we might think. An example is the mom with three children, working two-and-a-half jobs. The kid's athletic shoes are worn out and she is faced with buying either milk or shoes. We help with the shoes so she doesn't have to give up the milk." He also highlights a less-visible benefit: it improves the environment by recycling shoes that otherwise go to landfills.



The Shoe Bank has a sorting facility where Rotarians from all clubs come for hands-on service, and a warehouse to store shoes and serve as the Shoe Bank outlet. The warehouse operates in partnership with Kelowna Sunrise Rotary and is financed by a long-term commitment from the club and donations from the community. Jim says the collaboration with the Food Bank has also been a crucial factor, providing space, lights and clients for the shoe "store."

The project has expanded throughout British Columbia and reaches into Ontario, Alberta and Quebec. Jim welcomes clubs in other regions to participate in the project or set up their own banks. "There is need everywhere. Anyone can operate a shoe bank in any community."

Not only has the Shoe Bank built broad community engagement, this Kelowna Sunrise signature project has contributed to the strength and visibility of Rotary in the region. The real impact, however, is from the thousands of thankful recipients sharing their heartfelt stories.

How did Jim get the idea to collect shoes? After retiring from a career in restaurants, he realized he needed something to do and bought a shoe store/repair shop. He read about the U.S. non-profit, Soles4Souls, which sends shoes to the

needy in developing countries. He understood this need also existed in Kelowna. This motivated Jim, through Rotary, to launch Soles4Souls Canada. Although the organization also has an international component, the majority of the work is devoted to communities in Canada. Jim says, "There is nothing to compare to the feeling of putting a shoe on a child's foot. It is a humbling experience and I'm hooked."

To find out more about joining the Shoe Bank Canada project or starting a shoe bank in your community, contact Kelowna Sunrise Rotary shoe bank volunteers at info@shoebankcanada.com.

Membership Growth Comparison – 2012 to 2015 YTD

District	July 1, 2012	June 30, 2014	2014-15				Cumulative Total	
			Jul 1 2014	Apr 22 2015	# Change	% Change	# Change	% Change
					June 30 to Apr 22		July 2012 to Apr 2015	
2225	489	500	501	476	-24	-4.80%	-13	-2.66%
5010	1774	1736	1726	1736	0	0.00%	-38	-2.14%
5040	1524	1503	1477	1498	-3	-0.33%	-26	-1.71%
5050	2744	2658	2635	2638	-20	-0.75%	-106	-3.86%
5060	2712	2629	2582	2707	78	2.97%	-5	-0.18%
5360	2159	2003	1971	2008	5	0.25%	-151	-6.99%
5370	2249	2279	2247	2292	18	0.79%	48	2.13%
5550	1606	1523	1513	1564	41	2.69%	-42	-2.62%
Total Zone 24W	15,257	14,831	14,652	14,924	93	0.63%	-333	-2.18%
6330	1943	1827	1827	1828	1	0.05%	-115	-5.92%
7010	1580	1582	1524	1579	-3	-0.19%	-1	-0.06%
7040 ②	2075	1922	1915	1942	20	1.04%	-133	-6.41%
7070	2070	2032	2006	2076	44	2.17%	6	0.29%
7080	1783	1724	1704	1735	11	0.64%	-48	-2.69%
7090	2483	2447	2411	2414	-33	-1.35%	-69	-2.78%
7790 ②	1799	1758	1723	1774	16	0.91%	-25	-1.39%
7810	1233	1187	1180	1208	21	1.77%	-25	-2.03%
7820	1576	1584	1557	1571	-13	-0.82%	-5	-0.32%
Total Zone 24E	16,542	16,063	16,542	16,127	64	0.40%	-415	-2.51%
7210	1727	1675	1643	1657	-18	-1.07%	-70	-4.05%
7230	1502	1395	1376	1345	-50	-3.58%	-157	-10.45%
7255 ①	1980	1858	1721	1831	-27	-1.45%	NA	NA
7390	2435	2344	2335	2368	24	1.02%	-67	-2.75%
7410	1033	1069	1052	1144	75	7.02%	111	10.75%
7430	1894	1804	1768	1782	-22	-1.22%	-112	-5.91%
7450	1607	1525	1508	1509	-16	-1.05%	-98	-6.10%
7470	1274	1182	1171	1213	31	2.62%	-61	-4.79%
7490	1256	1283	1187	1199	-84	-6.55%	-57	-4.54%
7500	1201	1169	1185	1168	-1	-0.09%	-33	-2.75%
7510	1165	1097	1092	1061	-36	-3.28%	-104	-8.93%
7640	1222	1132	1119	1107	-25	-2.21%	-115	-9.41%
7780 ②	1773	1650	1613	1662	12	0.73%	-111	-6.26%
7850	1604	1579	1536	1524	-55	-3.48%	-80	-4.99%
7870 ②	2281	2141	2118	2177	36	1.68%	-104	-4.56%
7890	2288	2197	2155	2141	-56	-2.55%	-147	-6.42%
7910	1475	1599	1575	1575	-24	-1.50%	100	6.78%
7930 ②	1916	1967	1955	1965	-2	-0.10%	49	2.56%
7950	2462	2353	2197	2323	-30	-1.27%	-139	-5.65%
7980	2362	2238	2308	2265	27	1.21%	-97	-4.11%
Total Zone 32	34,457	33,257	33,614	33,016	-241	-0.72%	-1441	-4.18%
Total 24 & 32	66,256	64,151	63,808	64,067	-84	-0.13%	-2189	-3.30%

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.

How to Get the Press Coverage You Need

By Dave Clifton, Zone 32 Public Image Coordinator

When the news is good ...

What is the best way to deal with the media to promote the good things that Rotary does? The first step in securing positive media coverage is to establish a relationship with media personnel. Taking time to invest in those relationships is critical to the success of any publicity plan. This can pay dividends by resulting in free coverage for programs and events.

It is important not to hound reporters for coverage when establishing and maintaining relationships with them. It is more important to express your appreciation for any coverage that you do receive.

When requesting media coverage, be selective! Don't call or send releases on every event. In addition, club and District PR chairs should follow-up the submission of a press release with a phone call to the assignment editor to confirm that the press release was received and to demonstrate a willingness to provide whatever other information or details might be requested. When doing a press release, always remember to include the five Ws in the first paragraph (who, what, when, why, where).

When the news is bad ...

Being media savvy means remaining confident when approached by the media regardless of the circumstance! It could be a crisis situation in a District or club that needs to be resolved.

The best way to secure unbiased media coverage for your Rotary club or District is to handle crisis situations in a professional manner that effectively uses the positive relationships that Rotary has already established with media personnel. In other words, the best time to prepare is well before the crisis hits. Best practice calls for Rotary clubs to cooperate with outside authorities and show compassion for those individuals and families involved. However, handling news media in a situation like this can be a challenge. Consider the following steps:

- Convene a crisis management team
- Gather all the facts
- Designate a Rotary spokesperson
- Instruct all club members to refer press and community inquiries to the spokesperson
- Prepare a statement that accurately states the facts and the club's position
- Be sure to contact your District Governor. You should also contact RI PR Division if it is possible that the issue may spread beyond the local press
- Remain positive in a difficult situation



For better or worse ...

Rotary Districts and clubs need to get their news out in order to communicate the good things that Rotary does. A good news story might have a positive effect on recruiting a new member, developing a new partnership, increasing fundraising opportunities and creating better visibility in our local communities. Maintaining a working relationship with the local media will get your club or District the coverage it needs.



Find it On:

www.rotary.org

Rotary International's website, www.rotary.org, has numerous tools to help you tell your Rotary story. How many of these tools are your clubs utilizing?

Brand Center — The place to find Rotary logos, templates for newsletters, press releases and stationery, sample ads, and Rotary images and video, as well as guidelines to use all this material.

Document Center — Dozens of Rotary International booklets and pamphlets, sorted by topic, all available for download and duplication.

Learning Center — A catalog of self-led courses are available online. Go to the course catalog for everything from how to develop and promote your service project to learning how to use Rotary Club Central to learning how to present legislation to the Council on Legislation.

Webinars — Rotary schedules an ongoing series of webinars in all its official languages. This month's topics include expert advice on member recruitment and a primer on what to expect at the International Convention in Sao Paulo, and more.

Rotary Showcase — Rotarians are invited to post their service projects on this electronic bulletin board, and may seek out other Rotary clubs that might share similar interests and be ready to join in.

Rotary Club Central — The place to post your club and District goals in membership growth, Foundation giving, and service. It's a tool to help you track your own progress and stay vibrant, flexible and productive.

And remember: If you can't find it on www.rotary.org, use Google instead of the Rotary search engine.

Google **Rotary.org/search term**

Will help you find what you need to find.