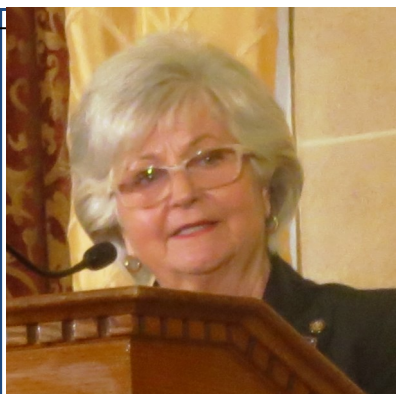


# Beyond Borders

Rotary  
Zones 24 and 32



Bermuda—Canada—St. Pierre and Miquelon—United States



## H. Dean Rohrs

RI Director 2016-18  
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## Bryn Styles

TRF Trustee 2015-17  
Rotary Club of Barrie-Huron, ON  
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**Zone 24:** Canada,  
Alaska and parts of northern U.S.,  
St. Pierre and Miquelon

**Zone 32:** Bermuda,  
Northeastern United States

[www.rotaryzones24-32.org](http://www.rotaryzones24-32.org)  
Facebook: Rotary Zones 24 and 32  
<http://greatideastoshare.com>  
<http://tinyurl.com/2016Institute>

**November 2016**



## Winnipeg ... and What Comes After

It's hard to believe that the Rotary Zone 24/32 Institute in Winnipeg is over. Done, dusted and packed away after two years of very hard work by an incredible team of dedicated Rotarians under the leadership of the Institute Chair – PDG Eva Vida. Thank you to everyone that attended and had a part in it – you all made my dream come true.

I had a wonderful time with everyone and learned so much from the speakers, workshops and socializing. One of my five-star Rotary memories will be the evening we spent at the Canadian Museum for Human Rights listening to Dr. Oscar Arias. ... But then ... how can I forget Memory and Maness and their heartfelt story of educating girls in Malawi.

For those of you that missed the Institute this year – please join us in Hartford next year as once again we come together to celebrate Rotary in Zones 24 and 32.

November is The Rotary Foundation month and I am excited by all the events that are planned throughout our Districts to celebrate and educate about the Foundation. I have just returned from Saskatoon where D5550, D5360 and D5370 came together for a Foundation day put on by RI Staff Chris Boyce, RRFC Betty Screpnek and EMGA Chris Offer. As I speak — I am in North Woodstock, NH, where D7850 celebrated a Million Dollar Challenge Dinner. They recognized those who came together to raise \$1,382,500 for The Rotary Foundation – what a team!!

We have some interesting times ahead as the Re-Zoning and Re-Districting conversations take place. I will keep you posted as news comes available.

Here is wishing all the Districts in Zone 24 and 32 a great Rotary Foundation month. Celebrate the Foundation, educate your Rotarians and let's start reaching those donation goals that have been set.

*Dean*

# Leadership Lessons

## From the “How” to the “Why”

by Jeffry Cadorette, Zone 24-32 Director Nominee-select

*This article is condensed from a speech given in plenary session at the Zone pre-Institute last month.*

Someone once said that Governor-nominee training is like basic training and Governor-elect training is then the “how to” of the position that will eventually lead to Governor. I like that description.

In Rotary, the staff in Evanston, and all of the talented trainers, facilitators, and volunteers do an incredible job of writing the curriculums, implementing them, and then delivering our governor track training. Our basic training. Our “how to” training. How to get new members. How to induct new members. How to get more contributions to The Rotary Foundation. How to assemble your team. How to run your district conference. How to do a better job at Public Image. How to deliver a Rotary Moment.

The list of things you need to know **how** to do or **how** to delegate goes on and on.

Let me give you an example of **how** to **why**.

Over the past decade we have brought in 1.2 million new members to our clubs. Over the past decade we have lost 1.2 million members in our clubs. Clearly we have the whole “how to get new members” thing down.

We’re not very good at the whole “keeping them” thing. We’re

### Zone 32 Selects Jeffry Cadorette As Director-Nominee

The Zone 32 Nominating Committee met in Albany in late September and selected Jeffry Cadorette as candidate for Zone 24-32 Director. If there are no challenges, he will be declared Director-nominee on December 1 and succeed Director Dean Rohrs for a two-year term beginning July 1, 2018.

A member of the Rotary Club of Media, PA since 1977, Jeffry served as Governor of District 7450 in 1998-99.

Jeffry has frequently served as Trainer of the Governors-elect at Zone Institutes. In 2010 and 2011 he served as International Training Leader at the International Assembly in San Diego. In 2015 and 2016 he was appointed as one of the two Seminar Training Leaders whose role is to train and motivate the International Training Leaders.

He has been President’s Representative and keynoter at numerous District Conferences, Rotary Foundation dinners, Rotary workshops and seminars across North America.

Jeff is a recipient of the Service Above Self Award and The Rotary Foundation Distinguished Service Award.



not doing well enough at the **why** to be a member.

At my club recently, I was sitting at a table where a guest (and prospective member) was sitting across from me. I overheard her ask a club member next to her, so what is Rotary? His answer went something like this. Well we meet here every week for lunch. You have to come. They keep attendance. We pay dues every quarter. You have to participate in projects we do and you have to help raise money for the club. It’s expensive.

I almost choked on my chicken. My fellow club member was not selling the **why**. He was selling the **how**.

As a marketer once said, Don’t sell the steak, sell the sizzle.

In the example about my club member, he was selling the steak. He was selling the maintenance schedule of Rotary. He totally missed the sizzle.

He missed the **why**.

He missed what the benefits to THEM will be if they join. The personal and professional growth accessible to them. The ability to serve others. The networking and fellowship that will be available. He didn’t sell them on the **WHY**.

The **how** gets someone into the bleachers watching the game.

The **why** gets them on the field playing the game.

Hitting people over the head with the **how** is not leadership, that’s assault. Showing and training your team and your club

*(continued on page 9)*

## District Awards Presented at Institute



Congratulations to the following Districts which earned membership awards for growth in the 2015-16 Rotary year.

### Highest Percent Growth

Zone 24—District 5010 (DG Brad Gamble) with a 2.14% increase

Zone 32—District 7410 (DG Barbara Huffman) with a 2.42% increase.

### Most Clubs With 100% Retention

Zone 24—District 7790 (DG Al Feather) with three clubs

Zone 32—District 7255 (DG Kamlesh Mehta) with three clubs

### Most New Members (before attrition)

Zone 24—District 5060 (DG Greg Luring) with 381 new members

Zone 32—District 7780 (DG Sheila Rolins) with 284 new members

### Highest Percentage Increase in Female Members

Zone 24—District 6330 (DG Nancy Ottewell) with 2.1 percent increase

Zone 32—District 7780 (DG Sheila Rolins) with 1.9 percent increase

### Public Image Awards

Zone 24E — D-7790 (DG Al Feather)

Zone 24W — D-5010 (DG Brad Gamble)

Zone 32 — D-7950 (Kris David)

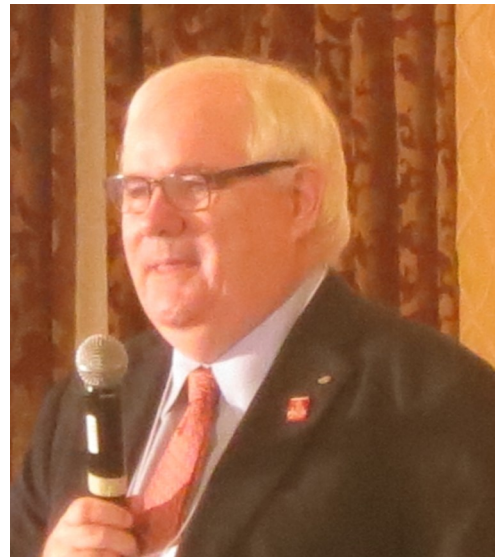
## Membership Matters

### Time for Rezoning Again

By Mike McGovern, Rotary International Zone Realignment Committee Chair

Every Rotary district in the world is part of a Rotary zone and it is from zones that the Rotary International Board of Directors are chosen, Rotary Institutes are convened and various zone coordinators are appointed to assist Rotary clubs. About every eight years the Rotary Board of Directors is charged with reviewing the number of Rotarians per zone to determine if there is an approximately equal number of Rotarians per zone.

This review is now under way and the preliminary conclusion is that Rotary membership levels have changed significantly since the last rezoning. One of the zones in India has over 63,000 Rotarians and one in Japan has less than 28,000. While the global average is over 35,500, the average of zones in the U.S. and Canada is 30,700. The U.S., Canada and Bermuda and some Caribbean countries have 54,758 fewer Rotarians than 10 years ago. Zone 24, made up of Canadian clubs and some USA clubs near the border, has 29,776 Rotarians and Zone 32 has 32,036. All of Canada has 23,960 members and the U.S. has 326,707.



Thus, the RI Board has appointed a committee to recommend a new alignment of zones. The Americas will lose two zones. Assuming the Board in early 2017 approves a new realignment, it would begin to impact in 2017-18 or 2018-19 those Rotarians to be chosen to serve on nominating committees for directors the following year. The resulting new directors would take office in 2020 at the earliest. Thus our new director nominee Jeff Cadorette would not be impacted other than being called upon to help plan and educate on the changes to occur after his term. While Zones 24 and 32 are now paired for holding zone institutes, there will be new pairings after the realignment.

Eliminating two Zones in our part of the world will require major surgery. Districts will be reassigned to new zonal territories and may not be with the Districts they have come to know over the last 10 years. This has nothing to do with another separate process called redistricting, which moves clubs from one District to another when they fall short of guidelines except that a few clubs as part of redistricting may be moved to another adjacent District that is in another zone.



The bottom line is that Rotary is growing in Asia and losing membership in North America. As the RI Board is supposed to be weighted based on where the members are, the proposed changes mean that the Board will better reflect the evolving makeup of Rotary. There will be much angst with the changes but the upcoming decision is dealing with the reality of membership gains and losses.



## Zone Institute 2016



What an Institute! The Winnipeg Children's Choir (right) opened the Institute, and (below, from left) Nobel Laureate Oscar Arias, Michael Angelo Caruso and Thandeka Tutu graced the podium. Rotary headliners included (top) RI President John Germ and convener and Director Dean Rohrs.





## Zone Institute 2016

Headliners at the Institute included Mitty Chang, Rotarian and millennial motivational speaker (right), Dr. Geetha Jayaram, mental health activist and recipient of the 2015 Rotary Foundation Global Alumni Service to Humanity Award (below right), and Cindy Blackstock, activist for child welfare, and Executive Director of the First Nations Child and Family Caring Society of Canada (immediately below). One of the most poignant moments at the Institute was when D-5060 Governor Vern Nielsen, who is fighting Stage 4 pancreatic cancer, was surrounded on stage by his 2016-17 classmates.





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## Foundation Facts



### TRF Okays Global Grant To Support Refugees

It took time, work and challenge, but it's now official: The Rotary Foundation has approved the first-ever grant designed to support the needs of refugees on the front line.

Led by District 7780's Biddeford-Saco, ME, club partnering with a club in Amman, Jordan, joined by other clubs in District 7780 and District 7300 (western Pennsylvania), this grant worth \$186,500 is designed to support educational opportunities for Syrian refugee children who have washed up in Amman, Jordan. Although grants are under way to help refugees once they reach Europe and elsewhere, this appears to be the first time that a Rotary Foundation grant has been approved to help refugees in the Middle East.

This grant will help remove financial and social barriers to school attendance for 200 Iraqi and Syrian school-aged children living in the Hashami Shamali neighborhood of East Amman. It will also make it possible for 30 out-of-school teens to join a specialized non-formal education program tailored to their needs, which can result in a tenth grade graduation equivalency certificate.

Much concern was raised during the grant development to figure out a way to meet The Foundation's test for sustainability—when what the refugees really want is to leave Jordan and return home.

### Districts Honored for Annual Fund Donations

These Districts were honored in Winnipeg for their 2015-16 Annual Fund Contributions:

#### Largest Contribution by District to Annual Program Fund

Zone 24W D5360 DG Martin Harvey  
Zone 24E D7080 DG William Pugh  
Zone 32 D7980 DG Geraldine Tom

#### Largest Per Capita Giving by District to Annual Program Fund

Zone 24W D5360 DG Martin Harvey  
Zone 24 E D7010 DG Lise Dutrisac  
Zone 32 D7980 DG Geraldine Tom

### How to Survive a Rotary Foundation Audit

*By Eileen Rau, District 7890 Foundation Chair*

“On behalf of The Rotary Foundation Trustees, the Stewardship Department conducts operational audits of districts as they implement the District Memorandum of Understanding (MOU).”

Our District was selected last year to go through this process. I will say it was unnervingly similar to knowing the Internal Revenue Service was auditing one's tax returns. It was also uncomfortable, since they were auditing the 2014-15 District Grant. I was not the District Foundation Chair that year and had literally just assumed those duties when I received the notice.

Questions came to my mind: What documents did I need to unearth? What were they looking for? Did we do something wrong? Would they find my body in a ditch?

About four weeks before the auditor's visit, I received a list of documents I needed to provide. These included:

- ◆ The District's Financial Management Plan in place for 2014-15.
- ◆ The annual financial assessment.
- ◆ A copy of the District Governor's final monthly letter outlining how the District Designated Funds were used.
- ◆ The clubs' qualification documents.
- ◆ Grant management training materials, dates of training seminars/webinars and attendance sheets.
- ◆ Individual grant files.

The auditor was in our District for three days. One of our club members provided his conference room for our use. I met with

the auditor for 2½ hours the first day and 2 hours the last day. He went line by line through the District Memorandum of Understanding which all District Governors, District Governors-elect and District Foundation Chairs have to complete on line. He was looking for two things:

- ◆ That our Financial Management Plan followed the provisions of the District MOU, and.
- ◆ That we implemented those items.



Here are some suggestions for your District Grant Committee.

- ◆ Retain all pertinent documents. Ensure receipts and public image outcomes are included with every district grant project and that receipts match up with what was actually spent. The auditor chose four district grant projects out of 29 to examine. He made sure the club was qualified by noting whether it was on the qualified club list we maintained; that the application was complete as well as the final report and that all receipts, cancelled checks and statements were included in the documentation.
- ◆ Ensure that your district includes a report on the use of District Designated Funds (DDF) in the District Governor's last communication of the year (for most districts, the June District newsletter). The auditor emphasized how important this written report is. Providing a report at a district meeting to which all clubs are invited and eligible to attend is also required.
- ◆ The District MOU is very extensive. If no one in your district has reviewed it recently, this would be a good time to go through it line by line. (It is in section 6 of the Rotary Foundation Committee Manual.) Then compare it with your District's financial management plan – they should be in sync with one another. Finally, implement your plan.

We did not find anyone in a ditch. We did not do anything wrong despite the fact there were two other district audits going on at the same time: one on an incoming global grant and another on an outgoing global grant. Our district survived. Yours can, too!



## Districts Honored for PolioPlus Donations



Congratulations to the following Districts and governors, honored in Winnipeg for their PolioPlus giving in 2015-16!

### Districts Giving 20% of DDF To PolioPlus

D5010 — Brad Gamble  
D5550 — Ken Krebs  
D5370 — Tim Schilds  
D6330 — Nancy Ottwell  
D7010 — Lise Dutrisac  
D7070 — Michael Bell  
D7090 — Kevin Crosby  
D7790 — Steve (Al) Feather  
D7390 — John Kramb  
D7410 — Barbara Huffman De Belon  
D7490 — Peter Wells  
D7500 — David Forward  
D7510 — Hal Daume  
D7640 — David Zelay  
D7780 — Sheila Rollins  
D7850 — Louisa Tripp  
D7950 — Kristine Musco David

## PolioPlus

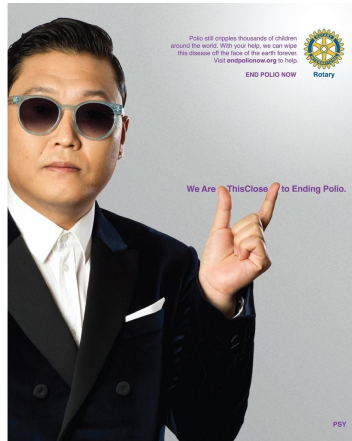
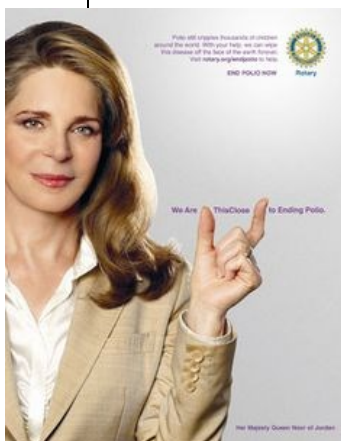
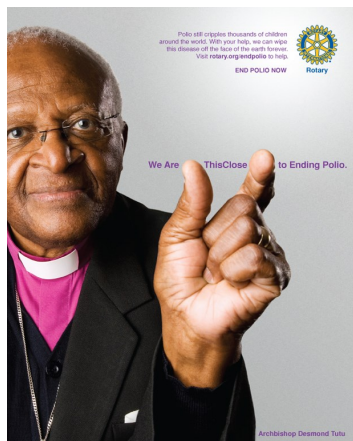
### How Close is "This Close"?

*By Mike McGovern, Chair, International PolioPlus Committee*

It was shortly after I began a career as Cape Elizabeth, Maine, town manager that I was asked to join Rotary and to give money to eradicate polio. Now, 31 years later, the municipal career is ending but polio continues. A few people had asked me over the last few years when I planned to retire from Cape Elizabeth but many more have asked when we will finish polio. I was always evasive on the retirement question as I had not made up my mind, and it safe to say that the polio virus is equally tough to pin down.

The trend is clear. We had 74 cases last year and we are below 30 this year as I write this in mid-October. In the last few months I have had the opportunity to meet twice with the health ministers of Nigeria and Pakistan and to meet key Afghani health officials at a partnership meeting. They deeply share our commitment to end polio. The governments are devoting financial and human resources and all understand their significant historic role in eradicating the disease. Yet, the maps of their countries each show pockets of inaccessible areas, albeit now quite small in Pakistan. The governments, the partners in the polio eradication effort, religious leaders and others all seek to influence anti-government elements to protect the health of all children. There was a recent success in Afghanistan when one holdout village with one-third of the country's cases permitted local health workers to provide polio drops thus leading the way to immunity.

Reaching similar villages is a task that thousands of vaccinators and social mobilizers devote every day to in the hope of progress. Meanwhile, if one village has polio, we are all susceptible to its reach. We need to continue to build up immunity in many countries where polio may return as immunity levels are not as high as they should be and where surveillance is not as robust. Your donations are paying for this all-out effort to corner the virus so that there is no exit. Your advocacy is crucial in having the governments of the world continue their investments.



### Districts With Largest Contribution to PolioPlus

Zone 24W — D5040,  
John Anderson  
Zone 24E — D7090, Kevin Crosby  
Zone 32 — D7430, Douglas Cook

In November, RI President John Germ, President-elect Ian Riseley and I will be visiting the Gates Foundation in Seattle to review our partnership and to evaluate what more Rotary can do working with Gates and the other partners to eradicate polio. UNICEF, the CDC, WHO, the Gates Foundation and Rotarians will be in the endemic countries trying to get the drops into the mouths of children. In this Rotary Foundation month in our centennial year, please consider making your contribution. If you are a TRF Committee member or Governor, this would be a great time to consider donating 20 percent of your unused DDF to polio eradication. Let's make "this close" become a slogan of the past.



## Jeffrey Cadorette ...

(continued from page 2)

presidents how to articulate the **why**, that's leadership. The better able you and your club members are in articulating the **why**, the better able they are to paint a picture and paint the members and prospective members of your clubs in your district into that picture. A picture that resonates with **them**. Not just the picture that is important to **YOU**.

It's often the **why** that helps someone convert from being simply a member of a club into being a Rotarian. It happened to you. You can cause it to happen to others.

People who get the **why** get hooked.

In 1963, Martin Luther King stood at a podium on the mall in Washington and addressed 250,000 people. He wasn't the only orator around who was passionate about civil rights. But he WAS the one that allowed people to share his ... he inspired them.

He didn't get up and say I have a plan. He didn't say I have a process. He said I have a DREAM... he communicated the **why**.

People don't buy into what you do or how you do it. People buy into **WHY** you do it. The **what** and the **how** can follow. Unfortunately, many of us lead with the **what** and the **how**.

So, in everything you do for Rotary, at every membership seminar, at every Foundation seminar, for every district event you plan, in every conversation you have with your team to engage them, sell the sizzle, not the steak.

Paint a picture; then paint them in it.

Move toward telling them **WHY** they should do it. Have a dream. Inspire them. That's leadership. Take them from the **how** to the **why**.



## Rotary Peace Centers

### Rotary's Gold Standard Peace Initiative

By Bryn Styles, Foundation Trustee and RPC Future Planning Committee member



All the work that we as Rotarians do is centered around peace. All of our projects in some way promote peace and understanding. The mission of our Foundation is to enable Rotarians to advance world understanding, goodwill and peace through the improvement of health, the support of education, and the alleviation of poverty.

A few years ago, then RI president Sakuji Tanaka used as his theme Peace Through Service. During his year, President Sakuji challenged us to define what we think of as peace. The ideas and ideals of what peace is to each of us was as diverse as our organization

itself. If you were to have a conversation with other Rotarians you would find no common answer, yet all answers come from a common ground.

In 2002, we established Rotary Peace Centers around the world offering a two-year Masters program. At that time, peace studies was a relatively new concept and Rotary was a leader in the field. To continue to lead the field, Rotary expanded the peace program in 2005 to Chulalongkorn University in Thailand and began a three-month certificate program in Peace and Conflict Studies to offer practical tools to end potential conflicts.

Today, there are over 1000 Rotary Peace alumni working in the field with 95 percent indicating they work in some area of peace and conflict resolution or in one of Rotary's six Areas of Focus. The largest percentage work in NGOs and government agencies. Others work in teaching, UN agencies and research.

Our new applicants are very diverse. For the 2016 application year, the statistics show that 59 percent of applicants are female and 39 percent male (with about 2 percent unsure). There were applications from 85 different citizenship backgrounds. The average age was just under 35 with approximately nine years of work experience.

Our Rotary Peace Centers have been very successful. And the Trustees of the Foundation want to ensure that we continue to meet the needs of our students and our supporters. There are now 600 peace programs worldwide. Consequently, the Trustees have formed an RPC Future Planning Committee to look at the entire Peace Centers Program and report back to the Trustees in April 2017. Some of the ideas that have been talked about — but with no real definition — include:

- ◆ The need for more peace centers.
- ◆ The need to reach out to conflict areas — especially the Middle East and Africa.
- ◆ Rotary's desire to be a thought-leader (not a follower) in the field of peace studies.
- ◆ The need to assist Districts to find and develop potential candidates.
- ◆ The need for closer Rotarian involvement with the Peace Centers.



The Rotary Peace Centers can set the standard for how human beings can do things differently. They are a cornerstone of Rotary's mission of world peace and understanding. The Trustees are working to ensure that our Peace Centers will continue to be a leader in the field of peace and conflict resolution for years to come.



## Centennial Project: Talk to 100 People About Rotary

President Cindy Anderson of the Rotary Club of Kelowna in District 5060 challenged her members to **TALK to 100 PEOPLE** about the Kelowna Ogoogo Rotary Club as a way celebrate the Foundation's 100 years of Doing Good.

A jar of 100 tokens has been set on the club's weekly registration table. Rotarians initial a token and place it in the "Talked to 100" container for each non Rotarian with whom they talked about Rotary during the week.

Every time 100 tokens are moved, a draw is made for a bottle of wine and \$26.50 will be donated to the Foundation by the President in the name of the Rotarian whose name is drawn.

These are the strategies:

- ◆ Wear your Rotary pin.
- ◆ Promote the program to all members.
- ◆ Videotape members' experience of sharing Rotary.

Expected results are numerous: More community members will be aware of Rotary. This will increase the local public image of Rotary, and potentially attract members. And, donations will accrue to The Rotary Foundation in recognition of each 100 Rotary talks.

President Cindy comments, "This may seem like a very simple goal but we think it can have great results. Governor Vern Nielsen's speech to our club inspired us to create a goal that would follow his goals for the year."

Congratulations, Rotary Club of Kelowna!

—Betty Screpnek, Zone 24 West  
Regional Rotary Foundation Coordinator

## Foundation Centennial



### Rotary Responds to Civil War

*To commemorate the Centennial of The Rotary Foundation, excerpts from "Doing Good in the World," the history of the Rotary Foundation written by District Governor Dave Forward, will appear here on an ongoing basis. This month's passage, from page 156 and following, explains how Rotarians involved in the Jaipur Limb Project moved into action after the civil war in Rwanda.*



A skeptic might ask, "How can Rotary be a force for peace when it has no army, no guns, no tanks to enforce anything?" True enough, but Rotary has proved over and over again that it can use its considerable resources and contacts to prevent combatants from actually entering a conflict. If such efforts are futile, then when the guns have finally been quieted, Rotary works tirelessly and apolitically to reduce the suffering and help bring about a better tomorrow.

Few instances in modern history have so explicitly depicted man's inhumanity to man as the civil war in Rwanda. While entire villages were being slaughtered in genocidal madness, there was little Rotary could do. But when the killing stopped, the Rotary Club of Kigali showed how one Rotary club with a dream can mobilize support from across the world. Thousands of Rwandans had been left disfigured after marauding bands had hacked off their limbs with machetes. The small African country had no resources to help so many amputees, and with such dreadful mutilations, the victims could not find work or provide for their families.

Many years earlier, Rotarians in Jaipur, India, had launched a project to help thousands of Indian people disabled by polio, accidents, birth defects, and other maladies. Too poor to afford prostheses, most were reduced to crawling to the side of the road to beg for a few coins every day. The project began making rudimentary — but workable — artificial limbs from everyday metals that could be sourced locally. With financial help from The Rotary Foundation, Rotarians and other supporters began providing an artificial limb to anybody who needed one, regardless of ability to pay, including land-mine victims and others injured in war zones.

And so it was that the Rotary Club of Kigali contacted the Jaipur Limb Project to ask if it could provide prostheses to those maimed during the Rwandan civil war. The Jaipur Limb Project sent technicians from India to Rwanda to help establish a workshop and trained Rwandans to assemble the prosthetic limbs. To provide support for the effort, Rotarians in District 1260 in England and the Rotary Club of Kigali pooled resources for a Matching Grant. As a result, many Rwandans now have jobs producing Jaipur limbs, and hundreds of amputees are able to live a more normal, productive life.



### Does Your Home Page Promote Your Club's Message?

By Hans Granholm, Zone 24-32 Website Administrator

At the recent Zone Institute, participants were introduced to Candeavor, a digital marketing company located in Oakland, CA. The presenter, Rotarian Mitty Chang, pointed out that too many Clubrunner home pages show a picture of a local architectural feature or landscape, which may be pretty but does not help promote the club or District's story.

In reaction, his firm has created the template/software for a landing page that he is making available *without charge* to any Rotary club or District. This template landing page, also sometimes referred to as a splash page, can be accessed from Candeavor's Project Doing Good site, [doinggood.io](http://doinggood.io).

I was representing ClubRunner in the House of Friendship at the time of the presentation. Almost immediately, a number of people approached me for my opinion on the presentation and specifically on how — if they took advantage of the new landing page — it might affect their ClubRunner website. I realized I needed to get familiar with the concept.

My initial reaction is that using the landing page will in no way affect any existing ClubRunner club or District site.

Clearly, it will significantly enhance the site's appearance and reinforce that first impression which we so often look for when we promote ourselves on the Internet.

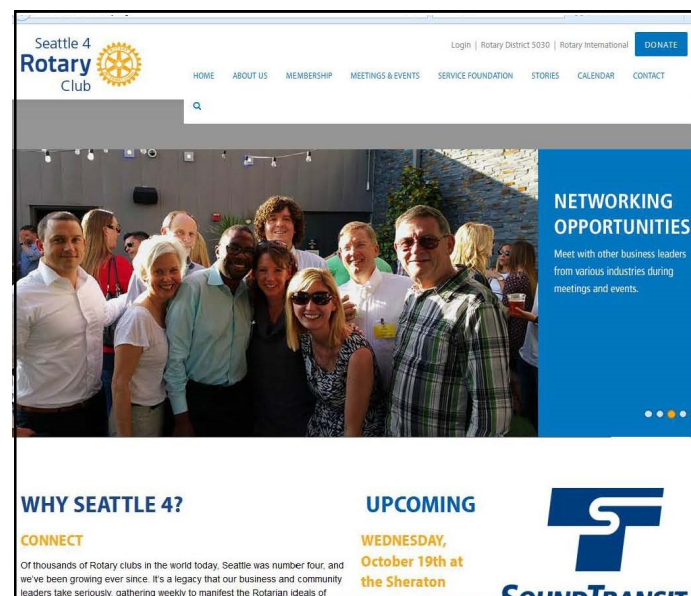
All the landing page needs is a button to open your home page, whether it is ClubRunner-based or of third-party origin. Meanwhile, the landing page allows you to present yourself without the nuts and bolts that can be distracting and confusing to a first time visitor.

A few days after returning home, I initiated a request on [doinggood.io](http://doinggood.io) for a club template. Three days later my request was granted and I got to work.

The template is exactly that. It is a complete page with full graphics and references to club activities and programs. There's a "demo" and "help" function on the website, and I found it quite user friendly. You will need to update some of the links and wording for your specific site, but overall it is an easy process and requires little or no programming experience.

This attractive and informative page is now the opening page for my home club, the Rotary Club of Edmonton Strathcona. Find us at: [www.EdmontonStrathcona.Rotary5370.org](http://www.EdmontonStrathcona.Rotary5370.org) You are welcome to visit, explore, and if you have any questions or feedback, reach me at [hgrdane@telusplanet.net](mailto:hgrdane@telusplanet.net)

A visit to Candeavor's Help page will provide answers to most questions. Check it out at <https://support.candeavor.com/hc/en-us/categories/202518617-Project-Doing-Good>.



## Calendar of Events

**Saturday, November 12, 2016** —  
Rotary-UN Day: [www.riunday.org](http://www.riunday.org).

**January 15-21, 2017** — International  
Assembly, San Diego, CA.

**Thursday, February 23, 2017** —  
World Peace and Understanding Day.

**February 23-24, 2017** — Mid-Atlantic  
PETS, Valley Forge Casino Resorts,  
King of Prussia, PA. [www.mapets.org](http://www.mapets.org)

**February 24-26, 2017** — Pacific  
Northwest PETS, Doubletree Hotel,  
Seattle, WA. [www.pnw pets.org](http://www.pnw pets.org)

**March 3-4, 2017** — Multi-District  
PETS for 7070, 7080, 7090, Toronto.  
[bacarmichael@gmail.com](mailto:bacarmichael@gmail.com)

**March 9-11, 2017** — Northeast PETS,  
Sheraton Hotel and Convention Cen-  
ter, Framingham, MA. FMI:  
[www.nepets.org](http://www.nepets.org).

**March 24-26, 2017** — Mid-Northeast  
PETS, Hanover Marriott, Whippany,  
NJ. [www.petsmidnortheast.org](http://www.petsmidnortheast.org)

*For other District PETS: See listings in  
Beyond Borders newsletter, October  
2016, page 9. Available online:  
[www.RotaryZones24-32.org](http://www.RotaryZones24-32.org)*

**Saturday, April 1, 2017** — Duke/UNC  
Peace Symposium, Chapel Hill, NC.

**Wednesday, April 12, 2017** — AKS  
Canada Day, Evanston, IL. FMI:  
[https://sway.com/  
X8ccz3Dw76akpVNO](https://sway.com/X8ccz3Dw76akpVNO)

**Wednesday, April 26, 2017** — Dis-  
trict 7980 Centennial Celebration,  
Omni Hotel, New Haven, CT. FMI:  
[Colin.Gershon@gershonmail.net](mailto:Colin.Gershon@gershonmail.net)

**Monday, May 15, 2017**—Deadline  
for applications for 2017 Donald  
MacRae Peace Award. See Zone web-  
site for details and application form.

**Sunday, June 11, 2017** — Beyond  
Borders Dinner, Atlanta Aquarium.  
Register: [http://tinyurl.com/  
BBD2017](http://tinyurl.com/BBD2017).

**June 10-14, 2017** — 2017 Rotary  
International Convention, Atlanta,  
GA. FMI: [www.riconvention.org](http://www.riconvention.org).

## Upcoming Events

### Atlanta Hosts Peace Conference and Zone Dinner

The Presidential Peace Conference will take place 9-10 June at the Georgia World Congress Center in Atlanta. We'll celebrate our work to reduce the underlying causes of conflict, and our success in making peace a priority. We'll also look ahead toward opportunities to continue our commitment.

This special event is open to the public and all preconvention and convention attendees, including Rotary members, Peace Fellows, alumni, youth, and friends of Rotary, and more info is available at [www.riconvention.org](http://www.riconvention.org).

And don't forget: The Beyond Borders dinner will be held at the Georgia Aquarium, Sunday, June 11, 2017. Ticket price in \$75 per person until April, when the price goes up. Online registration for the 2017 Beyond Borders dinner is ongoing at <http://tinyurl.com/BBD2017>.

### Canadian Interactors Invited to WWI Centennial

Rotary's Inter Country  
Committee (ICC) Canada  
- France is encouraging  
Interact students  
through their respective  
Rotary Clubs to partici-  
pate in the VimyAward  
program to cele-  
brate Vimy's centenary  
celebration in April  
2017.



Interact students who  
enter can win a once-in-  
a-lifetime opportunity to attend the 100th anniversary of the Battle of Vimy Ridge at  
the Canadian National Vimy Memorial in France.

Young Canadians, aged 14-17, who demonstrate outstanding service, positive contri-  
butions, bravery or leadership are eligible to apply for the Vimy Foundation's annu-  
al Vimy Pilgrimage Award. This is a fully funded immersive educational program in  
France and Belgium to study Canada's tremendous World War I effort.

Scheduled for April 7-16, 2017, the program will include interactive education and  
visits to significant World War I battlefields, cemeteries, and memorials including the  
Canadian National Vimy Memorial. On April 9, the centenary will be honored as the  
students, joined by thousands of participants from Canada and around the world,  
mark the 100th anniversary of the historic battle.

Seventeen fortunate Canadian students will be chosen to participate alongside stu-  
dents from Belgium, Great Britain, France, and Germany, for a truly international edu-  
cational experience.

Please visit the enclosed website for more information about the competition and  
award! <http://www.vimyfoundation.ca/programs/vimy-pilgrimage-award/>

—Nevine Yassa, National Coordinator, Inter Country Committee, Canada