



# Rotary International Zones 24-32

*Beyond Borders*



• Bermuda • Canada • France • Russia • United States



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

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



October  
2013

## *A Message from our Director ...*

One of the most important things we can do is to try and communicate to as many Rotarians as possible what is happening in Rotary within our clubs, districts, Zone and Internationally. Thanks to a combined effort of many individuals from both Zone 24 and Zone 32, we are launching a newsletter that should have something of interest for everyone.

In the past we had a Foundation Newsletter that morphed into a Coordinators Newsletter. I would like to thank RRFC Dennis Dinsmore and all of the Coordinator team for putting out a communication that was timely and full of current Rotary information. But we thought that we should try and add more. PDG Marty Peak Helman, D7780, agreed to be the editor and coordinate the receiving of information and putting it in an easy to use format. PDG Kevin Hilgers, D5370, agreed to create and keep current a Zone 24/32 Facebook page. And as always, the man behind the scenes for our Zone Webpage, Hans Granholm, D5370, is our technical advisor and website guru.

As with anything new, there will be hiccups. What each one of you can do is to ensure that the email addresses for yourself and others you may be aware of, are current. You can also contribute articles, points of interest, photos etc. to

Editor Marty for inclusion. This will include seminars that are being run, webinars, multi-district events and anything that you think will be of interest to a larger audience. This is your newsletter and we need all of you to help make it a success.

Many thanks to the entire team who helped to launch the Zone 24/32 Beyond Borders Newsletter. And thanks to all of you who will add to its success.

*Bryn*

## *In this issue ...*



2. Six Steps to Building Engagement
3. District Membership Growth Awards
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7. Founders of WASRAG & Friends Forever honored
8. ((Slightly)) Modified Rotary Wheel

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## Membership Matters



## Six Steps to Building Effective Engagement

*By Gayle Knepper, Rotary Coordinator Zone 24 West*

Building engagement and retention is a key focus in Rotary's North American membership strategy, the same need as identified by many districts and clubs. While the attraction rate of new members had stayed relatively stable during the past five years, the attrition rate in North America has climbed to nearly 12%. The same trend is reflected in Zones 24/32.

Increasing retention is a direct result of building member engagement and satisfaction. If members feel they are making a meaningful contribution, receive ongoing Rotary education and recognition, have friends and the sense that belonging to Rotary brings value, they will not leave.

When asked about the top membership issue faced by their district, many district and club leaders, say "retention." When asked how they will improve that, they reply, "I don't know." As Rotarians, we have been successful at understanding how to attract members, but not as effective at knowing how to retain them. Building engagement takes a systematic approach, similar to other successful initiatives. Six steps can help a district or club build an effective engagement strategy. The outcome? Membership satisfaction increases and attrition declines, resulting in a growth in retention.

Six basic steps can be used to start an effective engagement strategy. The actions can be adapted to fit the individual needs of a district or a club.

**1. Set a measurable goal.** The North American retention target is 91.5%+. Identify the retention rate today and set a long term (three year) and annual goal. Rotary Club Central is an ideal tool to do this.

**2. Identify specific engagement issues.** What are the issues in your district/clubs today? Conduct a member satisfaction survey and exit interviews to find out before developing action steps.

**3. Make a written engagement plan.** As part of the district's written membership strategy, it includes actions, dates and responsibilities. Sample plans are at [greatideastoshare.com/membership](http://greatideastoshare.com/membership)

**4. Provide concrete tools and templates.** Districts can support clubs in more quickly implementing an engagement strategy by providing examples and templates for creative adaption by clubs. In addition to the resources provided at [rotary.org](http://rotary.org), other examples can be found at [greatideastoshare.com/membership/](http://greatideastoshare.com/membership/)

**5. Appoint an engagement sub-committee.** In business, companies have separate sales and service departments as the function is different. An engagement subcommittee implements the plan and could be viewed as the member service department of our clubs.

**6. Create a visible focus on engagement.** Communicate, assess, motivate and report results in every presentation, newsletter, event and personal meeting. Your emphasis will be noticed and action will take place.



# Calendar of Events

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

[www.rotaryleadershipinstitute.org](http://www.rotaryleadershipinstitute.org)

**Saturday, November 2** — Rotary/UN Day, UN Headquarters, NYC. Register:

[www.riunday.org](http://www.riunday.org)

**Nov 4-14** — Polio immunization trip to Nigeria. FMI and to find out more about participating: Ann Lee Hussey

[annlee001@yahoo.com](mailto:annlee001@yahoo.com)

**Saturday, December 14** — Zone 32 New Generation Assembly, Boxborough, MA. Hone your ability to lead New Generation programs at the Club and District level.

FMI: Carol Toomey, [carolrotary@gmail.com](mailto:carolrotary@gmail.com)

**January 12-18** — International Assembly, Hyatt, San Diego, CA

**February 14-16** — Pacific Northwest PETS, SEATAC Doubletree, Seattle, WA. FMI:

[www.pnwrotarypets.org](http://www.pnwrotarypets.org)

**February 27 - March 1** — Mid-Atlantic PETS, Radisson Valley Forge, King of Prussia, PA. FMI: [www.midatlanticpets.org](http://www.midatlanticpets.org)

**March 6-8** — Northeast PETS, Sheraton Hotel and Convention Center, Framingham, MA. FMI: [www.rotarynepets.org](http://www.rotarynepets.org)

**Friday, March 15** — Success Seminar at Holiday Inn, Swedesboro, NJ. FMI: Alan Hurst, [alanhinct@aol.com](mailto:alanhinct@aol.com)

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

[www.rotaryleadershipinstitute.org](http://www.rotaryleadershipinstitute.org)

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

[www.midnortheastpets.org](http://www.midnortheastpets.org)

**June 1-4** — 2013 Rotary International Convention, Sydney, Australia. FMI and to register: [www.riconvention.org](http://www.riconvention.org)

**October 13-19** — 2014 Rotary Institute and Pre-Institute Training, Fairmont Royal York Hotel, Toronto, ON. FMI: [John Stairs](mailto:John.Stairs@rbc.com), [john.stairs@rbc.com](mailto:john.stairs@rbc.com)

## Membership Matters



### Districts Earn Membership Growth Awards

Growth is possible! Pennsylvania's District 7410 earned the highest membership growth in 2012-13 (a net of 74 new members to a total of 1107) and, at a whopping 7.2%, the highest percentage growth of any District in the two zones.

Not only did the District charter two new clubs, the Rotary Clubs of Hamlin and Winola, but an e-club is in the works, and another club has reinvented itself, with a name change and a net increase of 15 members! D-7410's 2012-13 Governor Art Peoples credits the success to "a great team, a lot of hard work, and tremendous support from the District." The District also brought home the James Davidson award for chartering the new clubs.

Meanwhile, in Zone 24 the highest percentage membership growth was 3.41%, achieved by District 5040 in British Columbia. Neighboring District 5370 in Alberta



Director Bryn honors D-5040 Governor Rebecca MacPherson for highest percentage growth in Zone 24.

earned the highest membership growth, inking a net of 67 new Rotarians to end the year at 2350 members. A lot of that growth was thanks to chartering two new Rotary clubs, for which D-5370 also won the James Davidson Award. Those new clubs are Grande Prairie After Five and the E-Club of Canada One.

"Two new clubs certainly contributed to our membership push," reports 2012-13 Governor Kevin Hilgers. "We also had a strong year conference-wise. Remarkable growth in our social media — especially Facebook — really helped us retain members."



There were grins from ear to ear when D-5370 Gov. Kevin Hilgers presented the Charter to the E-Club of Canada One. Which raises the question: How do you do an "official visit" at an e-club anyway?



### Post Your Engagement Ideas to Zone Facebook Page

There are many outstanding engagement strategies already being used by districts and clubs. Sometimes the simplest idea is the most effective. We want to hear more! Post a few sentences about best or most creative engagement action you've seen during the past 12 months to the new Zone Facebook page: <https://www.facebook.com/groups/rotaryzones24and32/>



## Pax Polio – A Paradox

The numbers tell the story: Polio cases worldwide increased in 2013 (data as of September 17) to 264, up from 223 in all of 2012. On the plus side, numbers of cases in the endemic countries of Nigeria, Pakistan and Afghanistan continue to fall. Further on the plus side, it appears that Type 3 polio has been eradicated.

But the virus has spread from Nigeria to Kenya, to Ethiopia, and especially to Somalia—where 160 cases were reported in the first nine months of this year — and most recently to South Sudan. Virus has also been found in the environmental samples in Egypt, Israel and the West Bank; however, there have been no cases in these areas to date. This virus originated in Pakistan. In short, the key is to eradicate in Nigeria and Pakistan.

Tragically, polio workers in both Pakistan and Nigeria have been targeted for assassination. Not only have the women who deliver the vaccine been killed, but



security forces hired to protect them have also been slain.

Mothers and community

leaders in Pakistan have led protests against the killings. Rotary International has compensated the families of the survivors. But the fact remains: In the areas most critically affected, polio workers remain at risk. They are heroes.

A program for peace has turned into a war, creating a paradox indeed. Even so, the bad guys cannot win. Rotary and our international partners are committed to the fight, and it remains only a matter of time — and funding — before the disease is wiped away.

Funding remains a major problem. Rotarians continue to be so generous, and now the Gates Foundation is matching every dollar spent by Polio Plus two-to-one (each \$1 becomes \$3) to a maximum of \$35 million per year to help meet the estimated \$US5.5 billion needed to complete the task.

—Polio Plus Chair Bob Scott

## Foundation Facts



### What is Your Choice?

By Dennis Dinsmore, Regional Rotary Foundation Coordinator

Here's a question guaranteed to stir controversy: If you were a Rotary leader who had to make a choice between one of two options, one Rotarian giving \$100,000 to the Foundation —or— 1,000 Rotarians each giving \$100 to the Foundation, which would you choose? Sorry, "both" is not an answer; you have to choose.

My choice would be the 1,000 Rotarians giving \$100 each. My logic is that the vast majority of Rotarians in North America can afford to give \$100 per year and, further, can do so every year. Chances are that the single \$100,000 donor does this once and may never give again. A Major Donor gift of \$100,000 is an end; a Sustaining Member gift of \$100 is a beginning.



The other, more subtle reason for preferring small donations is that once a Rotarian gives that first donation to our Foundation, he or she has made a transition from being a **member** of a Rotary club to being a **Rotarian**. The member has made an *investment* in Rotary, both financially and emotionally. Sustaining members *get it*. They are more likely to remain long-term Rotarians and more likely to donate more in the future. They are also the people who will donate more of their precious time toward the cause and are the people who will become leaders of the future.

What is your opinion? Leave comments at <http://greatideastoshare>, our Zone 24 and 32 blog site.

### Districts Strive Toward "Every Rotarian Every Year" Status



RI President Ron Burton asked each of this year's Governors to make a donation to The Rotary Foundation prior to the International Assembly last January, and he is justly proud that the 2013-14 class is the "First Class" of Governors to achieve 100 participation!

It's not surprising: The more Rotarians who participate by donating at any level, the better the overall results will be. Congratulations to Governor Peggy Pollen in Alaska, where a record 72.9% of the 1774 Rotarians in D-5010 participated in Foundation annual giving in 2013. As a result, total annual giving in that District reached \$336,392.06.

In Massachusetts, Governor Rich Dietz similarly pulled out the stops, and 65.4% of the 1425 Rotarians in D-7910 participated in Foundation annual giving, for a grand total of \$138,660.

## Rotary International Support Team

### Club and District Support

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### Major Gifts Officer: Zone 32

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### Annual Giving Officer

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### Rotary International

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### Rotary Contact Center

Contact.center@rotary.org  
866-976-8279  
866-9ROTARY

www.rotary.org

## Foundation Facts



## Stellar Giving Helps Rotary Foundation Do Good in the World

Congratulations to those Districts in our two Zones that increased their Rotary Foundation annual giving by **20%** or more in 2012-13 or that reached the goal of **\$100** giving per capita. They are:

District/Location	2012-13 Governor	Percent Change	Per Capita Giving
5010 Alaska	Peggy Pollen	2.9%	<b>\$189.62</b>
5040 British Columbia	Rebecca MacPherson	8.6%	<b>\$177.62</b>
5050 British Columbia	Sean Hogan	-4.6%	<b>\$162.51</b>
5060 British Columbia	Doug Everett	<b>21.6%</b>	<b>\$157.02</b>
5360 Alberta	Fran Leggett	3.5%	<b>\$437.30</b>
5370 BC, Saskatchewan, Alberta, NWT	Kevin Hilgers	-1.0%	<b>\$136.28</b>
5550 Manitoba	Rick Hubbs	-7.9%	<b>\$106.42</b>
6330 Ontario	Tom Robitaille	-1.4%	<b>\$108.09</b>
7010 Ontario	John Gordon	-10.4%	<b>\$171.01</b>
7070 Ontario	Ted Koziel	10.5%	<b>\$159.67</b>
7080 Ontario	Ian Ferguson	5.3%	<b>\$179.86</b>
7090 Ontario	Rick Sterne	18.1%	<b>\$142.60</b>
7230 New York	Greg Arcaro	<b>35.9%</b>	\$76.97
7250 Long Island	Mario Moran	<b>55.6%</b>	\$41.34
7260 New York metro	Connie Gevinski	<b>28.2%</b>	<b>\$104.12</b>
7390 Pennsylvania	Dennis Zubler	-1.1%	<b>\$113.94</b>
7430 Pennsylvania	Tony Jannetta	<b>28.6%</b>	<b>\$121.34</b>
7500 New Jersey	Joan Vas	-0.7%	<b>\$122.87</b>
7780 Maine, New Hampshire	Marty Peak Helman	<b>27.9%</b>	<b>\$107.02</b>
7810 Maritimes	Allan MacLellan	<b>26.7%</b>	\$76.08
7910 Massachusetts	Richard Dietz	10.9%	<b>\$103.81</b>
7930 Boston metro	Terri Kidder	<b>20.2%</b>	<b>\$118.27</b>
7980 Connecticut	Brian Amey	9.9%	<b>\$129.96</b>





## Zone Institute 2013



From the opening flag ceremony to the last plenary and the charge to "go forth and serve," the Zone Institute in the Philadelphia area was something special. Clockwise: Director Bryn Styles and Randy cut the ribbon to open the House of Friendship; Past RI President Wilf Wilkinson carries in the Rotary flag which unites us all, RI President Ron Burton and Jetta are presented with a quilt representing Rotary's world-wide reach, the youth panel presents to the Rotarians, Foundation Vice Chair Mike McGovern delivers the opening plenary speech, and Director-elect Julia Phelps and Steve McKenzie strut their stuff during the Mummings parade.



Photos: George Camp, Mike Merchant and Chris Offer



## Who in the World was Donald MacRae?



Donald MacRae was a Rotarian from Halifax who, at the International Convention in Kansas City 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 was expressed publicly.

A few years later, MacRae presented a resolution to the International Convention in Edinburgh, Scotland, that added the Fourth Object of Rotary. The Fourth Object became the engine that drives Rotary's international service. It reads:

**The advancement of international understanding, goodwill and peace through a world fellowship of business and professional persons united in the ideal of service.**

Reflecting the vision created by MacRae, the award, which is given annually in both Zones, focuses on advancing international goodwill, understanding and peace through humanitarian activity of international significance. Recent winners include:

**2012: Gale Wayman** (Toms River, NJ, Zone 32) for her dedication to woman's health and education in developing nations. **PDG Ron Ross** (Truro, NS, Zone 24) for his humanitarian service in Honduras.

**2011: Dr. Paul Spiekermann**, (Westport, CT, Zone 32) for initiating 17 global projects to combat disease and support Polio Plus. The **Rotary World Help Network**, which collects medical, humanitarian, and educational supplies in Districts 5020, 5040, 5050, and 5060 in Zone 24 and ships them to communities in need.

Governors are asked to nominate candidates from their District for the award each spring. Check out the Zone website ([www.rotaryzones24-32](http://www.rotaryzones24-32)) for details.

## Donald MacRae Peace Award



## Founders of Friends Forever and WASRAG Recognized with 2013 Peace Award

The extraordinary work and lasting legacies of two Rotarians — Robert W. Raiche of the Danvers Rotary club in Massachusetts, and PDG Ronald F. Denham of the Toronto-Eglinton club in Ontario — have been recognized with the Donald MacRae Peace Award.

Robert Raiche was nominated by District 7930 in Zone 32 and selected for his commitment to peace making through Friends Forever, which he founded in 1986, when he invited ten Protestant and Catholic teens from Carrickfergus, Northern Ireland to the neutral ground of Portsmouth, NH for a two-week retreat. The mission of Friends Forever is to create trust and friendship among youth from conflicting cultures, and the program includes a year of interaction and discussion after the youth return home. What started as a single club project of Portsmouth Rotary has become an annual program expanded to other U.S. states: Maine, Massachusetts, Louisiana and Illinois.

In just the past few years, Friends Forever has grown to include Arab and Jewish youth from Israel, and to date, the program has graduated over 1200 participants.

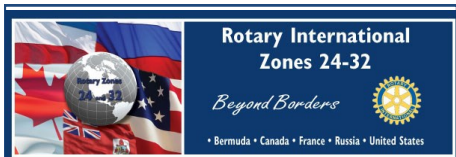


Ron Denham, founder of WASRAG, accepts the Zone 24 Donald MacRae Peace Award (photo at left) from PDG Sandy Mackay, chair of the selection committee. D-7780 Governor Carolyn Johnson (photo at right) accepts the Zone 32 award on behalf of Friends Forever founder Bob Raiche (shown in inset) from PDG Hogie Hansen.



PDG Ron Denham has been the driving force behind the Water and Sanitation Rotary Action Group (WASRAG) since its inception in 2007. The objective of WASRAG is to provide resources to clubs and Districts that are undertaking water and sanitation projects, based on best practices and sustainability, and to pursue the United Nations Millennium Goal to reduce the number of people in the world without access to safe drinking water. As WASRAG chair, Ron has actively supported water and sanitation projects in Kenya, Ethiopia, Uganda, Ghana, and throughout India. His goal is to encourage every Rotarian to become educated on water issues and to become involved in a water/sanitation project.

Today, 900 million people around the world lack access to safe water and 2.4 billion people have no access to sanitation. WASRAG recognizes that developing strategic partnerships and providing expertise will help ensure that the water projects Rotarians engage in will be sustainable, cost-effective and capacity building.



## Newly Expanded Zone Newsletter Debats

Welcome to *Beyond Borders* — the newly expanded Zone newsletter designed to share news and good ideas you can use across our two Zones — from Newfoundland to Siberia, from Maine to Pennsylvania.

- ◆ Do you have an event that is bigger than your District? (Maybe a visit from a senior Rotary leader that you want to promote or a Success Seminar or a webinar?)
- ◆ Are you developing a Global Grant and just looking for partners to join in on the action?
- ◆ Do you have an idea too good to keep to yourself?
- ◆ How about a photo that is the essence of Rotary?

Send us your articles and photos by the 20th (or so) of the month for inclusion in the next month's newsletter. We'll get to learn from your good ideas and you'll get to see your name in print. Send materials to:

**PDG Marty Helman**  
[martyrotary@gmail.com](mailto:martyrotary@gmail.com)  
207-233-8741

And don't forget our other Zone electronic and social media communications tools:

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

## New Zone Directory

As we go to press, the 2013-14 Zone Directory, pulled together as always by B.J. Metz, is in the mail. If you haven't received your copy by this date, please contact your Governor elect!

## Public Image



## Rotary Rolls Out ((Slightly)) Modified Wheel

Have you noticed the changes to our Rotary wheel? The modifications mostly have to do with color choices — and the use of the word “Rotary” that now goes with the wheel. After all, how we tell Rotary's story reflects our distinct character and defines how we are different from other organizations. It helps people understand what we do and how they can engage with us. At every point of interaction, it's up to all of us to protect, promote, and deliver on our promise.



The full-color option will be in Rotary gold and blue, although a one-color version is available in blue. Secondary and tertiary colors have also been identified to give all our Rotary material new consistency.

The wheel just by itself is now known as the mark of excellence, and can be used in the same color schemes.

All this is designed to make our logo “pop” and is described in great detail at: <https://www.rotary.org/myrotary/en/logos-graphics>

As for the word “Rotary” in the logo, it is written in Frutiger Lt Std typeface. In addition to designating Frutiger for our logotype, Rotary International has developed guidelines for use of other typefaces as well. To learn more, go to: <https://www.rotary.org/myrotary/en/visual-and-voice-guidelines>

## What Does Rotary Have in Common With Harley Davidson?



Want to spread the word about Rotary via temporary tattoo? Yes, they take advantage of the new Rotary logo and follow all Rotary logo usage guidelines — but who said that the Rotary logo couldn't be plastered on your forehead?

Check out the proof shown here; the logo runs two inches wide. Your cost? 9 cents per tattoo, plus shipping — minimum order 1000. 10,000 is the minimum order to make it cost effective, so you will save \$\$ by piggybacking on our District order and purchasing through me!. Looking good eh?

If interested — please send your mailing address and contact info to me at [wave@telus.net](mailto:wave@telus.net) — although high fives and a comment on the Zone Facebook page are good, too!

—Kevin Hilgers, District 5370