



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

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



October
2014

Variety is the Spice of Life and of our Rotary Clubs

A mining engineer, a coal dealer, a tailor, a printer, a real-estate broker, an organ manufacturer, and a lawyer – those are the early vocational roots of our clubs. And 110 years later when we look at the membership of our clubs, we find these professions in addition to 100s of others. And that's the beauty of a Rotary Club, everyone has a unique professional background and therefore has a unique professional perspective. This uniqueness provides club members with the opportunity to network with each other and to learn, first hand, about other professionals in our communities.

But take a look around your club and ask yourself the following four questions:

- ◆ Does your club represent the wide variety of professionals that live and work in your community?
- ◆ Does your club represent the ethnic diversity of your community?
- ◆ Does your club have gender diversity?
- ◆ Does your club have members of all age groups?

I would suggest that if you can answer "yes" to all of these questions, then you have a strong, vibrant and engaged club. However, based on the demographic information available for clubs in our two Zones, very few of us can answer "yes" to all four questions and in many cases the answer is "no" to all of them.

In the past few years, there has been a great deal of talk about and effort put into recruiting younger members. I would ask you, however, to think not only about younger members but to also look at the diversity of professional men and women in your club and let that be the starting place for membership growth.

Where to start? We used to tell club members to go to the yellow pages of the phone book. That may not be the best place to start nowadays, but how about taking a look at the local Chamber membership or the business after-hours meeting or the local networking group. All of these organizations have a wide variety of professions represented, as well as a built-in network.

One of the aspects of Rotary that I enjoy most is the program portion of the club meeting. A majority of these programs feature a member of the community who is telling us about some aspect of their vocation. These speakers are all potential members and yet I've experienced and learned that we let so many of them slip through our fingers.

And then there's the connection between our vocations and the service we provide to our communities. The educators, the nurses, the doctors, the real-estate agents, the engineers, the bankers, the builders, the clergy – we all have something to offer to make our community a better place. We are the ones that best know the community's needs and how to meet those needs. We are the ones that have the contacts, the ones that can cut through the red tape, and the ones that can make things happen.

The more varied the professional background of members in our clubs, the stronger our clubs, the more engaged, the more diverse the service we can provide. This variety means we can light up our clubs and our communities and ultimately we can and will **Light up Rotary!**

— Julia

Meet "Friends" Through Rotary



Amanda Wirtz, a former Rotary Youth Exchange student, has launched United Services Rotary, the world's first Facebook-based Rotary club. The goal is to make Rotary membership more convenient for U.S. military personnel. Their need to travel and relocate frequently can make it difficult to commit to the weekly attendance that most Rotary clubs require.

Members log in to Facebook at any time during the week to view a high-definition video that reproduces many of the elements of a typical meeting: The Four-Way Test, sharing of Rotary moments, announcements, and a presentation by a main speaker. The weekly presentation may be a TED talk or video on a Rotary-related topic that's available online. Members keep in touch through Facebook updates and by posting on each other's timelines.

"Social media is a powerful tool," Wirtz says. But it is more about embracing whatever strategy brings innovation, opportunity, and change. "If we are to do anything about the mounting problems in the world, and the problems within Rotary regarding keeping members, we need to do whatever it takes to fully engage our evolution."

Wirtz admits that meeting online comes with its drawbacks. "There is nothing like being in the same room with another person. I don't think anything can replace one-on-one interaction," she concedes. "So it's: 'How can I get a sense of you truly to have the feeling of real fellowship in a remote location?' That's something we are continuing to work on."

In its first year, United Services Rotary received a grant to build a memorial wall at U.S. Marine Corps Base Camp Pendleton for those killed in combat. It has renovated elementary schools in San Diego and provided tsunami relief in Japan. It is also organizing a larger project that would gather Rotary members from all over southern California for an annual day of international service in Baja California, Mexico.

Visit United Services Rotary online: <http://www.unitedservicesrotary.com/>

This article extracted from *Rotary News*, Rotary International's on-line magazine.

Membership Matters

Corporate Memberships Open New Doors

By Gayle Knepper, Zone 24 West Rotary Coordinator

Associate memberships, family memberships, satellite clubs, e-clubs --- the number of new opportunities for Rotary to attract and engage active citizens has exploded.

One of the options intriguing many clubs is the corporate membership. While not really new -- a number of clubs have been doing it quietly for years to meet a need in their communities -- it is now opening new doors in many clubs. Corporate membership is one more way to engage dynamic individuals into Rotary; in this case, those who do not fit into the conventional member structure.



For clubs that have not thought about this option, a question often asked is, "Why would we do that? Rotary is an organization of individuals." Let's think about the opportunities for a moment.

Traditionally, how have we described members of Rotary? Business and professional leaders (although that definition has now broadened). Where do we usually find them? In every corner of our communities, often associated with recognized businesses.

If our club is planning a significant local project and needs a partner or funding support, what source is often suggested? A leading corporation in the community.

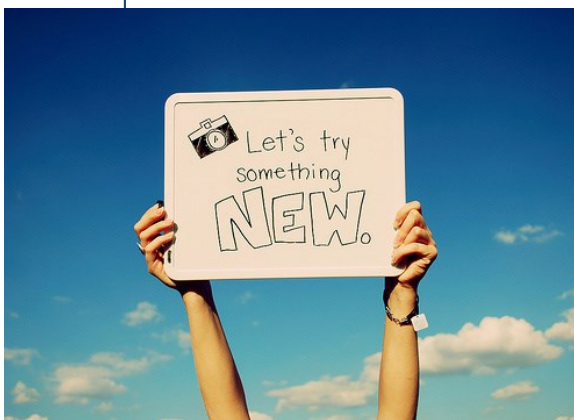
When we discuss dynamic individuals who could be potential members for our club or bring valuable resources to a project, who is it? Often a busy business leader, perhaps someone who hasn't joined Rotary because his/her travel or work schedule makes it difficult.

What if our clubs could connect these needs with dynamic individuals not currently engaged with Rotary? Corporate memberships makes it possible. Think of the new energy, collaborations, visibility and impact brought to our clubs if we could involve these individuals and their companies in Rotary.

In its simplest form, corporate membership is a program where two or more people share a membership under their company name. For example, in some areas in Zones 24/32, executives in the petroleum industry spend weeks at a time in remote areas and can't attend meetings. With a corporate membership, they can now become an integral part of a club, along with a team of their highly-qualified workplace colleagues.

Although there are a few basic [guidelines](#), there is great flexibility in the corporate member structure. Clubs can develop parameters to best fit its own needs and those of businesses in the region. To help clubs realize the valuable potential of corporate memberships, districts can provide development information and support through the membership committee and assistant governors, and a sample structure that clubs can easily put into place. It is usually most effective if a club begins with a few corporate members; next, makes adaptations in the program structure, if needed; finally, offers the opportunity to a broader base of businesses in the community. An effective program also includes steps for corporate members to easily transition to individual memberships when fully engaged in the club and/or when their work schedule changes.

For more information on corporate memberships or help in developing a program framework for your clubs, contact the Rotary Coordinator in your region.



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Membership Matters

How Satellite Clubs Can Solve Membership Concerns

By Governor Michael Walsh, District 7810

We have a great tool for increasing membership and that is the Satellite Club. There are many ways a satellite can fill a void in our clubs, be it cost, time or location. Even if the new group later grows into an independent club, starting as a satellite means that the new entity does not have to concern itself with a minimum number of members or a separate slate of officers. Three such opportunities have come up in our District.

Cut costs. A couple of years ago one of our clubs chartered a new one. An open house held to attract potential members brought in a number who were young and had little time and less money and as a result, did not choose to join the new club. Still, we kept in touch with them. We held another open house and, using social media, attracted over 50 people interested in starting a different kind of club.



Our goal was to start a club that would accomplish three things: Offer a meeting time that was convenient, centrally located, and inexpensive. This struck an immediate chord with the attendees. A week later at a follow-up meeting, eight joined, with more in the succeeding weeks. The new group is marketing themselves as bilingual young entrepreneurs involved in community service and networking. The average age is 28. Their goal is to have 25 Rotarians, not just new members, by year's end.

Increase retention. The next is a large rural club with 90 members. The club is over 90 years old and has always met on Mondays at noon. More and more members were having difficulty making the meetings during the work day and the club was about to lose some key people. Four members decided they would start a satellite breakfast club, and within a month they averaged 14 attendees (all from the old club) per meeting. Recently, they just inducted their first new Rotarian. In this situation, the satellite hasn't resulted in a large increase of new members, but it has increased retention!

Expand geography. The third situation is in a rural area that is being rapidly developed and is creating its own civic identity. A past president has made it a goal to have a new club in this area. He held an open house that attracted 20 people including a core group of five that is committed to the new meeting place. The plan is for it to be a morning meeting, and it has the full support of the sponsor club.

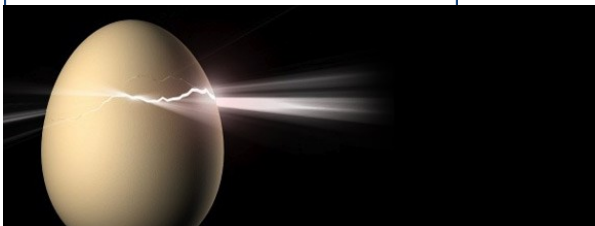
The idea of a satellite club offers a win-win situation. The new members of the satellite club are counted as members of the sponsor club until or if they are large enough to charter on their own. Yet the new satellite club is a separate entity, with the freedom to hold fundraisers and fellowship on their own, not at the expense of the sponsor club.

This is a great opportunity for Rotary to build clubs in areas that may never have had them before and also to fill in niche areas and times that we never had before. The one key thing in the process is to have a champion that has a vision of expanding Rotary to new groups of people.

What Evanston Requires

Starting a club, from Rotary International's point of view, is deceptively simple. Rotary International requires three documents only:

- ◆ A "New Club Survey," signed by the District Governor, confirming that there is space and need for a Rotary club in the proposed community.
- ◆ A "Sponsor Club Form," signed by a neighboring club of more than 20 members after that club votes to sponsor the new club. This form – and the sponsorship – is optional.
- ◆ A "New Club Application," with the names and contact information – as well as checks for \$15 apiece – from a minimum of 20 potential members.



Rotary International includes these documents and lots of useful information in a 59-page manual, "Organizing New Clubs," 808 EN-211. When I download/print it out, I am surprised to discover that the current manual dates from 2011. I realize, of course, that RI typically updates its documents every three years, and generally this would seem appropriate, but with all the emphasis on membership recently, it does seem surprising that the manual has not been updated.

I soon discover that, according to the manual, 25 members are needed to form a new club. Yet I know that the Board changed the Code of Policy in 2012 to lower the number of members needed to 20. This dichotomy creates a nagging suspicion: What other substantive changes have been made to the rules since 2011 with which I am NOT familiar? I call Club and District Support, and am told that there are no other changes, which I later confirm with my Rotary Coordinator.

—Marty Peak Helman

Membership Matters

The Birth of a Club: Defining the Need

By PDG Marty Peak Helman

This is the first in a series about the challenges of starting a new club, now underway in District 7780. Here, the possibility of a new club is explored. In later articles, we will follow the existing club as it considers sponsorship, and as the new club works to attract its requisite 20 members. Please note: It is not possible to know the outcome of this series as we are describing real events now taking place in real time!

It all started this past June. Chris, a new member, bank manager and 30-something single father, wasn't coming to meetings with the regularity or enthusiasm that he had first exhibited. As the club's membership chair -- and as a concerned Rotarian -- I dropped by his office to ask if all was well.

Chris was quite forthcoming. The Club wasn't offering him the relationships he had expected. He had thought that through Rotary he could meet young business owners and managers, much like himself. Instead, he was realizing that many club members were retired or moving in that direction. His company was paying his dues, and he wasn't sure that his firm was getting its money's worth.

Our Boothbay Harbor Rotary Club is celebrating its 75th anniversary this year, and for most of that period it has met over dinner each Thursday evening in a club-owned clubhouse. Perhaps because we own our own meeting space, our cost structure -- and traditions -- are firmly rooted.

Chris is new to our business community. He commutes an hour each way from his home to the bank. By definition, when he stays in town for a meeting that runs from 6:00 to 8:00 p.m., he can't put his son to bed. Rotary may be a business expense for Chris, but it is also a huge personal commitment.

So we talked. I pointed out that Chris has better access to people his own age than do I, and I encouraged him to reach out to his peer group and invite them to become club members. Chris does so, and in so doing, ran up against a whole series of reasons why many of his peers were not interested in Rotary. Some of these reasons, Chris recognized, were based more on myth than reality (many still think that anyone who misses a weekly meeting will be publicly chastised when next they do appear) but other reasons were quite real and had to do with the current club's costs and meeting time.

About six weeks later, Chris and I spoke again. He told me that he hadn't been able to convince anyone to join the Boothbay Harbor Club but numerous business people had expressed interest in belonging to something larger than themselves and to be able to give back to the community. So Chris had another idea: To start a "pub club" which would meet at a microbrewery that is already a hangout for his peers. When appropriate, members would support each other at their businesses and gather as Rotarians at Chamber of Commerce events. And always, they would look for ways to give back to the community. As I listened, I had a sense that what Chris was envisioning must be extremely similar to Paul Harris' original plan -- before traditions and protocol and yes, meals -- muddled the overarching goal of business support and community service.

I introduced Chris to District Governor Lawrence, who quickly pledged his support. Then Chris and I approached Boothbay Harbor Rotary's club president Dwight. At first, Dwight felt that Chris should start a satellite club. However, the existing club's decision to own its own clubhouse has resulted in a dues structure that is substantially different from what Chris envisions for the new club. After some discussion, it became clear that while the two clubs could work together on fundraisers and maybe even some service projects, they needed to be structurally separate.

Next time: Getting to Yes. President Dwight brings the question of sponsoring a new club to the Board and to club members at a Club Assembly.

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Membership Growth Comparison — 2012 to 2014 YTD

District	July 1, 2012 *	2013-14		2014-15			Cumulative Total	
		July 1 2013*	Jun 30 2014**	Sept 26 2014	# Change	% Change	# Change	% Change
					June 30 to Sept 26		July 2012 to Sept 2014	
2225	489	469	500	497	-3	-0.60%	8	1.64%
5010	1774	1734	1736	1746	10	0.58%	-28	-1.58%
5040	1524	1514	1503	1490	-13	-0.86%	-34	-2.23%
5050	2744	2604	2658	2635	-23	-0.87%	-109	-3.97%
5060	2712	2662	2629	2628	-1	-0.04%	-84	-3.10%
5360	2159	2038	2003	1974	-29	-1.45%	-185	-8.57%
5370	2249	2265	2279	2246	-33	-1.45%	-3	-0.13%
5550	1606	1584	1523	1532	9	0.59%	-74	-4.61%
Total Zone 24W	15,257	14,870	14,831	14,748	-83	-0.56%	-509	-3.34%
6330	1943	1857	1827	1830	3	0.16%	-113	-5.82%
7010	1580	1554	1582	1571	-11	-0.70%	-9	-0.57%
7040 ②	2075	1964	1922	1913	-9	-0.47%	-162	-7.81%
7070	2070	2026	2032	2023	-9	-0.44%	-47	-2.27%
7080	1783	1761	1724	1724	0	0.00%	-59	-3.31%
7090	2483	2403	2447	2398	-49	-2.00%	-85	-3.42%
7790 ②	1799	1761	1758	1738	-20	-1.14%	-61	-3.39%
7810	1233	1200	1187	1179	-8	-0.67%	-54	-4.38%
7820	1576	1591	1584	1547	-37	-2.34%	-29	1.84%
Total Zone 24E	16,542	16,117	16,063	15,923	-140	-0.87%	-619	-3.74%
7210	1727	1693	1675	1677	2	0.12%	-50	-2.90%
7230	1502	1404	1395	1386	-35	-2.51%	-142	-9.45%
7255 ①	1980	1799	1868	1846	-12	-0.65%	NA	NA
7390	2435	2344	2344	2351	7	0.30%	-84	-3.45%
7410	1033	1078	1069	1064	-5	-0.47%	31	3.00%
7430	1894	1837	1804	1795	-9	-0.50%	-99	-5.23%
7450	1607	1502	1525	1528	3	0.20%	-79	-4.92%
7470	1274	1223	1182	1185	3	0.25%	-89	-6.99%
7490	1256	1267	1283	1270	-13	-1.01%	14	1.11%
7500	1201	1194	1169	1171	2	0.17%	-30	-2.50%
7510	1165	1108	1097	1087	-10	-0.91%	-78	-6.70%
7640	1222	1160	1132	1115	-17	-1.50%	-107	-8.76%
7780 ②	1773	1641	1650	1646	-4	-0.24%	-127	-7.16%
7850	1604	1564	1579	1535	-44	-2.79%	-69	-4.30%
7870 ②	2281	2181	2141	2156	15	0.70%	-125	-5.48%
7890	2288	2227	2297	2174	-23	-1.05%	-114	-4.98%
7910	1475	1493	1599	1582	-17	-1.06%	107	7.25%
7930 ②	1916	1913	1967	1957	-10	-0.51%	41	2.14%
7950	2462	2357	2353	2341	-12	-0.51%	-121	-4.91%
7980	2362	2269	2238	2245	7	0.31%	-117	-4.95%
Total Zone 32	34,457	33,254	33,257	33,085	-172	-0.52%	-1372	-3.98%
Total 24 & 32	66,256	64,241	64,151	63,756	-395	-0.62%	-2500	-3.77%

*Based on July 1 SAR

** Official year-end report from RI

① D7250 and 7260 merged to form 7255 effective July 1, 2013; two-year District history is not available.

② Reflects transfer of one club from 7780 to 7930, transfer of two clubs from 7930 to 7870; transfer of one club from 7040 to 7790.

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Foundation Facts

Million Dollar Dinner: A Good Idea Gains Traction

By Mac Leask, Zone 32 Endowment/Major Gifts Advisor

Exciting things are happening in Zone 32! Last spring, four New York Area districts came together to organize the Zone's first Million Dollar Dinner. The Dinner was an opportunity to honor those Rotarians who, during the eligibility period, gave \$10,000 or more to our Rotary Foundation in the form of an outright gift, as a result of a life income agreement, as a bequest, or through a qualifying Insurance policy. 🌈

Typically, those recognized as honorees at a Million Dollar Dinner are those who make gifts of \$10,000 or more, either in cash or as a bequest. Only contributions or bequests of \$10,000 or more would be included in the official tally for the \$1,000,000.

This first Zone 32 Dinner — and the hard work that preceded it — raised over \$1.4 million in cash and bequests for our Rotary Foundation, primarily for the Endowment Fund and the Peace Fellows Program. About half of the funds were made in the form of bequests; the rest were cash commitments.

Just as important, this Million Dollar Dinner has already inspired three more Million Dollar Dinners involving four more Districts. One of those Dinners is being organized in District 7430 (Pennsylvania) to be held in May 2016. The District has already raised gifts or promises totaling more than \$600,000. A second Dinner is in District 7850 (northern New Hampshire and northern Vermont) to be held in November 2015. Although this District is just getting started, it has already raised gifts or promises totaling more than \$300,000. The third Dinner involves two districts in southern New Jersey (Districts 7500 and District 7640). They plan to hold their Million Dollar Dinner in March 2016 in Atlantic City.

"The sessions, which included information on a potential Million Dollar Dinner and four steps to fundraising success, were tremendously useful."

—Joe Clancy, District 7950
Major Gifts Chair



Planning and executing a successful Million Dollar Dinner doesn't just happen. As the dates of the prospective Dinners described above prove, each one takes more than a year of hard work. And it starts with recruiting and training leaders in each District who can take the lead in seeking out Rotarians who have the ability to support The Rotary Foundation at the \$10,000-plus level.

Does your District have a Major Gifts Officer? The job comes by different names in different Districts. Our Zone also has a training session that we developed and debuted in District 7950; two more Districts are already in the process of scheduling their training.

If you would like to play a role in strengthening our Rotary Foundation, contact your Zone Major Gifts Advisor or District Foundation Chair and ask to be part of your District's Endowment Major Gifts Committee.

Rotarians Achieve New Bequest Society Giving in 2013-14

Congratulations to the following individuals and couples in Zones 24-32 who became Bequest Society members or whose planned giving reached increased Bequest Society levels during 2013-14. This list does not include those who requested anonymity. Note: + designates deceased donor. Names of 2013-14 Arch Klumph Society and Major Donor members were published in September.

Bequest Society Level 7

Chris M. Offer and Penny Offer	5040
Dana Jantzen	5040

Bequest Society Level 6

David Michael Stambaugh & Janet Marie Stambaugh	5060
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Bequest Society Level 5

Susan Ueffing and Joop Ueffing	7820
Elaine Fournier	7780

Bequest Society Level 4

Arthur Dussa	5040
David R. Del Monte and Deirdre J. Del Monte	7230
Vivian Hardison	7255
Arnold T. Quaranta, Jr. and Roseann Quaranta	7255
Edward J. Murphy	7850
Ronald J. Bedell and Marilyn Kay Bedell	7850

Bequest Society Level 3

John A. Charlesworth	5050
Elizabeth Barlow	5050
Lolita Wiesner and Hans J. Wiesner	5360
Raymond Ruth	5550
Franklin H. Moore, Jr.	6330
Yves Maillet and Suzanne Natalie Maillet	7810
Marilyn Masiero and Richard Gradkowski	7230
Louis Eugene Mann and Marjorie R. Mann	7500

Bequest Society Level 2

David Aune	5050
Paul D. Raino	7040
John Wilson and Margaret Wilson	7040
William D. Martin	7070
Helen Walsh	7070
Kevin Ernest Crouse and Rebecca A. Crouse	7090
James Bruce Goit and Barbara L. Goit	7820
Jay C. Carlisle, II	7210
Gregg L. Kroner	7210
George C. McKinnis	7230
Jewel R. Moolenaar-Marsh	7230
Christopher McBride	7255
Sheila E. Vinton	7500
Lance Beizer	7890
James J. Satterwhite and Nancy O. Satterwhite	7980

Bequest Society Level 1

Guenther Stahl	5040
Larry Pretty and Denise M Pretty	5040
David F. Vallee	5040
Michael Adkins	5050
Gladys Adkins	5050
Cris Leonard	5050
Bill Reynolds	5060
Jack Carpenter	5060
Martin W. Harvey	5360
Bruce D.K. Fenwick	5360
Glenn E. Keddie	5370
Donald R. Milne	5370
Gordon W. Lemaistre and Debra Dawn LeMaistre	5550
Cheryl McKeever	6330
Angelo Bucciarelli	6330
Kenneth E McGee	6330
Manon Lennon	7040
Norman Burrows	7080
Nancy Lasko	7090
James H. Cunningham	7090
Stuart G. Urdang	7810
John Eyking	7820
Stephen J. Beaufoy and Dianne L. Beaufoy	7820
Marlene H. Lovett	7820
Paul R. Roy	7820
Myron MacKay and Diane H. MacKay	7820
John A. Baillie and Elizabeth Anne Baillie	7820
Penny Byron	7210
J. Louis Turpin and Julie K. Turpin	7210
David W. Kruger and Kathy A. Kruger	7210
John A. Romano	7210
Christine Giangrasso	7210
Janet DiBenedetto	7230
Matts O. Ingemanson & Sundra A. Lee-Ingemanson	7230
Howard Robins and Linette Robins	7255
Eileen J. Whitehead	7255
Louis Brousseau and Rose Marie Brousseau	7255
Jeffrey Browne	7255
Vicki Greenberg	7255
Paul R. Haines	7255
Wendy Walsh-De Maria and Frank Joseph DeMaria	7255
Lori Reinhart Musson	7430
Linda R. Young	7430
Bruce Dearnley and Barbara Dearnley	7430
Philip Seltzer + and Lillian Seltzer	7450
C. Jane Williams	7450
Joseph F. Kienle, III	7450
Marjorie A. Barker	7780
Anton G. Wagner and Sarah V. Campbell	7780
George David Condon, IV	7890
Bharti Bhakta	7910
Victor Bhakta	7910
Carl Gomes	7910
Satya Mitra and Supriya Mitra	7910
Stephen O. May	7930

Providing for support of Rotary's goals in your estate plan is simple, but it's important to use the correct wording. Just referring to "Rotary" could jeopardize your charitable deduction, since it could refer to any Rotary entity – Rotary International, The Rotary Foundation, a Rotary club or district, etc. Use language such as the following to insure that your wishes are carried out:

I give to The Rotary Foundation, currently located at 1560 Sherman Avenue, Evanston, Illinois 60201-3698, [describe gift, e.g. "the sum of \$X,000.00"]

[if desired, add the specific purpose to which the gift is be applied, e.g. "for PolioPlus," "for Rotary Peace Scholarships," etc.].

If your gift is other than by will, you can learn the proper procedures by calling 847-866-3100 and asking for the Planned Giving team, or by email to planned.giving@rotary.org.


— Frank G. Helman

A Positive Public Image Doesn't Just Happen

By Penny Offer, 24West Public Image Coordinator

A positive public image for Rotary in your community does not just happen. It requires effort, strategic planning and knowledge of available resources and contacts for your Rotary club or district to maximize the benefits from your public relations opportunities.

Many clubs and districts do not take advantage of the opportunities available to tell their Rotary story. I have been to Rotary-sponsored events where there has been little or no indication that Rotary had any connection at all with the event – no Rotary wheel, no Rotary colors, and certainly no Rotary displays or material. No one thought about public relations as part of the event planning!

A successful public relations campaign must be strategically planned. One of the easiest tools is to develop a **PR Planning Calendar** for the year. Not all opportunities to promote Rotary can be anticipated but there are many events scheduled every year that allow for planned public relations campaigns. 

World Polio Day—October 24 is a readymade opportunity to promote the good work of Rotary and enhance the image of Rotary in your community. This is a chance for Rotarians, clubs, and districts across the world to come together to fight polio. There are many ways to mark the day:

- ◆ **Rotary District 5360** asked Calgary City Hall to raise the End Polio Now flag and for the Mayor and the Minister of Health from Alberta to be present. The media is invited and a spot on Breakfast Television booked. The event starts with Rotarians donning red End Polio Now ponchos and walking to City Hall, handing out End Polio Now stickers and brochures.
- ◆ The **Rotary Club in Ladner, District 5040** is planning a Walk for Polio to City Hall including club members, Interactors and dignitaries to bring attention to the work Rotary is doing to eradicate polio.
- ◆ **District 5040** has planned Rotary on Ice at a local Giants hockey game to promote polio including projecting the End Polio Now image on the Coliseum

All Rotary Clubs have been asked to host **'Rotary Days'** this year by RI President Gary Huang. The basic idea is to hold a fun, informal event in your community for the non-Rotarian public and use it as an opportunity to introduce them to Rotary. There are opportunities on the Rotary website to share photos and videos of your Rotary Day events.

Rotary Clubs in District 5040 have already held several Rotary Days and others are planned:

- ◆ **The Rotary Club of Vancouver** and **Vancouver Fraserview** held picnics at city parks
- ◆ The **Rotary Club of Bowen Island** held a full day event including a Run for Rwanda, a parade and display as part of the community festival Bowfest
- ◆ The **Rotary Club of Burnaby Metrotown** is planning a family skating event.

These are many opportunities to promote Rotary and increase awareness of the good work we do. Public relations must be part of the overall planning for the event to maximize the opportunity to build a positive public image. Develop the message you want and find an appropriate way to deliver it – **public relations in action**.



World Polio Day in Toronto

Rotarians from District 7070 promote polio eradication every year on World Polio Day, October 24. Events in 2013 included a flag raising ceremony at Toronto City Hall, which drew hundreds of supporters and educated citizens on polio eradication efforts. At a number of public gathering places, Rotarians were out educating the public at public transit stations and shopping malls!



This year, Rotarians are invited to an incredible celebration of community, awareness and dedication as we kickoff the District 7070 World Polio Day events:

- ◆ Distribution of polio awareness brochures and pamphlets at targeted public transit stations.
- ◆ Flag raising ceremony at Toronto City Hall.
- ◆ Lunch at the Royal York Hotel to "Light up Polio" with Rotary Club of Toronto Rotarians, Toronto Rotaractors and University of Toronto Rotaractors – plus a few special guests!

—Jennifer Boyd, District 7070
World Polio Day Chair

Calendar of Events

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



Wednesday, October 9 — Million Dollar Dinner in D-7820, Halifax, NS. Goal: To raise \$1 million for The Rotary Foundation or the Bequest Society of the Rotary Foundation (Canada) with minimum donations of \$10,000. FMI: www.youareinvitedtodinner.com/

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

Friday, October 24 — World Polio Day.



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

January 17-19, 2015 — Past Officers Reunion, San Diego, CA. Come for the reunion and stay for the week as an observer during International Assembly. FMI: www.rotaryreunion.org.

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

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

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

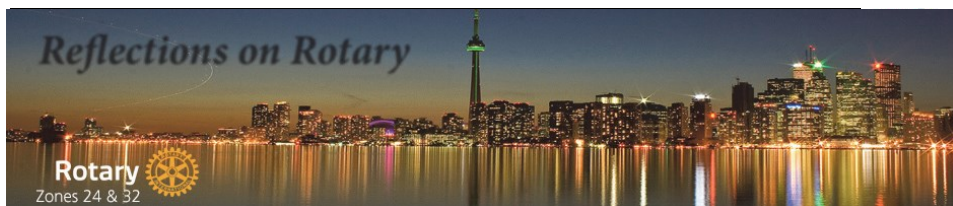


September 21-27, 2015 — 2015 Zone 24-32 Institute, location TBA.

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

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

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



See You in Toronto!

For the last 10 months I've been writing about all of the planning going into the Zone Institute. The plenary speakers, the breakouts session, and possibilities for free time activities. However, for over 200 Rotarians, our time in Toronto will start earlier in the week at the Pre-institute. On Monday evening, the DGEs and their partners from all of our districts will gather to begin their Governor-elect Training Seminar (GETS). On Tuesday, all the Governor Nominees and their partners will join us and on Wednesday we have the sitting Governors and their partners along with our Foundation Chairs, our Membership Chairs, our District Trainers and our Future Leaders.



WE ARE ROTARIANS



This time of training and education is critical for those of us who continue to serve our clubs, districts and regions in various areas. It's a time where we can learn new strategies and techniques; a time we are exposed to the latest programs, policies and plans of Rotary Senior leaders; and a time where we can be re-energized and inspired to **do good in the world**.

All of these Pre-Institute sessions are designed and run by past leaders in our districts. When we combine their expertise, along with all of the knowledge and skill of those that are taking part in the Institute, we are for a week of in for a very fulfilling week of learning. Add to the mix, our House of Friendship, our silent auction, class dinners, a remembrance ceremony and time to explore Toronto we are in for a week of fun and fellowship. A week where Rotary memories will be created.

Steve and I are looking forward to seeing all of you in a few days; we can hardly wait. In the meantime, travel safely and **Light Up Rotary**.

—Julia

Meet Us at Zone



K.R. Ravi Ravindran, Rotary International President-elect, has served Rotary as a Director and treasurer of RI and as a Trustee of The Rotary Foundation. He chaired the

Schools Reawakening project, sponsored by Rotary clubs and districts in Sri Lanka, which rebuilt 25 tsunami-devastated schools, benefiting 15,000 children.

Young Suk Yoon, RI Trustee,

played a role in Korea's industrialization and economic success in the years following the Korean War by carving out a niche in the global market for Korean products. He served as a member of RI Finance Committee in 2008-11, as a Training Leader in 2011-13, and was active on the Permanent Fund Committee for Korea in 2011.



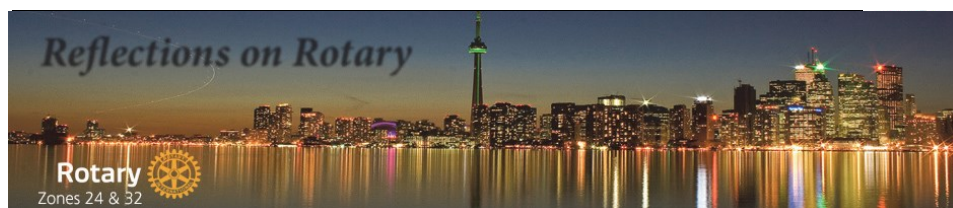
Paul M. Rand, President and CEO of Zócalo Group, the digital and social media marketing agency that supported the rollout of Rotary's new brand.

Kristi Govertsen, a proud RIOTT, which stands for Rotarians in Our Twenties and Thirties. Kristi is all about empowering people — especially Gen X and Gen Yers — and bringing them into Rotary. She's passionate about how it can be done.



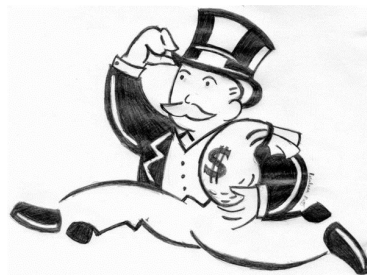
Dr. Robert Thirsk, a member of the Canadian Space Agency's astronaut corps, flew aboard the shuttle *Columbia* in 1996 as part of the Life and

Microgravity Spacelab Mission and in 2009 aboard a Russian Soyuz spacecraft to the International Space Station. Today, he encourages youth to build their dreams upon a solid educational foundation and advanced skills.



Auction Provides Foundation Fun and Funds

By supporting our Rotary Foundation, resources are available for efforts in the future to "do good in the world." The silent auction at this year's Zone Institute is our action to support the Foundation. Funds raised will ensure that, as we share stories of past accomplishments, we confirm our vision that good continues in the future.



To that end, each district in zones 24 & 32 is asked to support the silent auction by providing one item (or more!). Be creative — are there items unique to your district/area that others would enjoy? Who wouldn't appreciate a stay at a local inn or B&B? What interesting artwork, textiles, or jewelry might you share from where your District has sponsored an exchange or a Global Grant? Support The Rotary Foundation by donating items that Rotarians would find interesting — for themselves, or

to share with family members or friends! And save room in your luggage to bring back the goodies you buy — you'll be helping The Foundation with all you do.

FMI—and a preview of what will be available at the auction — contact PDG Carolyn Johnson, cjf2@mac.com.

Quilt Promises to Help "End Polio Now"

Participants in last year's Zone Institute in Cherry Hill, PA will remember PDG Carol Toomey's on-the-spot sewing activities to produce a quilt that is as beautiful as it is meaningful, made up of squares created by quilters from our two Zones.

That Promise Quilt will be auctioned at the upcoming Institute in Toronto to benefit Polio Plus.

But there's opportunity for more! Please bring a 10 inch by 10 inch square (on cotton) that depicts your District or a project that your District is particularly noted for. Once again we will assemble another "Promise Quilt" to benefit Polio Plus. This new quilt will again be auctioned off at the 2015 zone Institute.

FMI and quilting guidelines: Carol Toomey, carolrotary@aol.com

