



Rotary International Zones 24-32

Beyond Borders



• Bermuda • Canada • France • Russia • United States



Julia Phelps

RI Director 2014-2016
Rotary Club of Malden, MA
jphelps7930@comcast.net

H. Dean Rohrs, Director-elect
Rotary Club of Langley Central
dean@cbrplus.com

Zone 24: Canada,
Alaska and parts of northern U.S.,
Russia (east of the Urals),
St. Pierre and Miquelon

Zone 32: Bermuda,
Northeastern United States

www.rotaryzones24-32.org
Facebook: Rotary Zones 24 and 32
<http://greatideastoshare.com>
<http://tinyurl.com/2016institute>

October 2015

Economic and Community Development: It's in Our DNA

We've all heard the stories about the beginnings of Rotary and the connection to business growth and development. The story goes that in the fall of 1900, Paul Harris had dinner at attorney Bob Frank's house in a well-off neighborhood on Chicago's northside. They went for a walk and stopped at shops along the way. Paul was impressed by how Frank made friends with the businessmen in his neighborhood. It reminded him of the small Vermont town where he had grown up. It's said that this was the catalyst for Paul Harris to organize a club of businessmen, each from a different profession, who would gather together for friendship and mutual cooperation in finding new business. And in the early years, Rotarians were strongly encouraged to trade only with fellow members and to suggest that their friends do the same.

Fast forward 110 years and we are even more focused on economic and community development. As one of our six areas of focus, our Rotary Foundation supports investments in people to create measurable and enduring economic improvements in their lives and communities. We invest in people in order to create sustainable, long-term improvements in their communities, we build the capacity of entrepreneurs and community leaders, and we develop opportunities for business growth. This investment takes many forms: micro-credit loans, Vocational Training Teams and scholarships.

The Rotary Fellowship "*Rotary Means Business*" is also focused on economic and community within a region. This Fellowship encourages Rotarians to support the success of their fellow Rotarians by doing business with them, and by referring others to them. **Sound familiar?** Monthly meetings are held in a member's business location, where you not only learn about the business but meet other professionals who you can support and vice versa. I would encourage you to check out this Fellowship.

And finally, when you think about every club's classification system, there's a connection to the businesses in our communities. Our club membership is a natural place for economic and community development. So look around your club. Is your local florist a member? How about your minister? The principal of your child's school? Is it time for your club to reassess member classifications? Who and where are those young professionals in your communities? Is it time for your club to host its own "*Business After Hours*?"

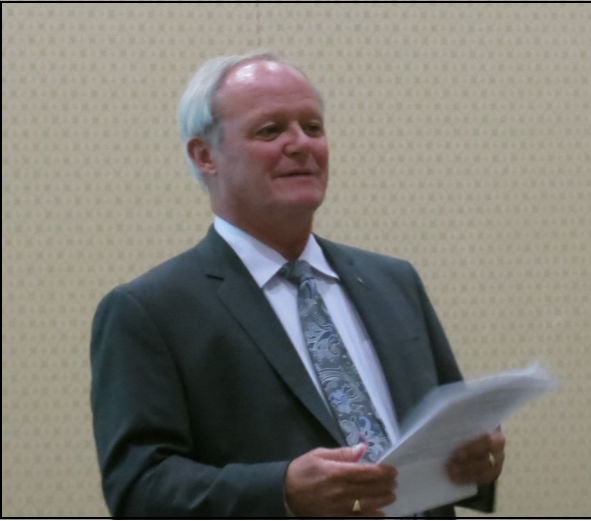
Let's get back to our roots; our DNA. Let's celebrate our vocations, our careers, or jobs with other members of our communities. We all have lessons learned that we can share with each other to strengthen our businesses. We can grow our clubs' membership, grow our opportunities for service and create long lasting fellowships in the process. We can do all this and *Being a Gift to the World* at the same time. It's great to be a Rotarian! Don't be stingy; ask a community or business leader to join you for a meeting today.

—Julia

Zone Institute 2015

Rotary Leaders Get Fired Up At Zone Institute in Providence

Rotarians from across our two Zones came together for fellowship, learning and fun at the 2015 Zone Institute late last month. Star-studded speakers included (clockwise from top): RI President-elect John Germ; RI Director and Institute Convener Julia Phelps; past Rotary Treasurer Mike Colasurdo; Rotary Ambassadorial Scholar and President/CEO of the Boston Red Sox Larry Lucchino; Rotary Peace Fellow Courtney Matson; past RI President and Trustee Ron Burton; RI Director-elect Dean Rohrs; Trustee and past RI Director Bryn Styles. Shown at center: Zone Institute Chair Liz Cullen.



Photos: Chris Offer and Marty Helman

Rotary Coordinators

Lynda Ryder, Zone 24 East
lryder@silicates.com
Jackie Hobal, Zone 24 West
jhobal@mcsnet.ca
Karien Ziegler, Zone 32
karien@comcast.net

Regional Rotary Foundation Coordinators

Duncan C. Conrad, Zone 24 East
duncanconrad@eastlink.ca
Betty L. Screpnek, Zone 24 West
bettyscrepnek@gmail.com
Ronald Smith, Zone 32
rsmith@materialsresources.com

Public Image Coordinators

Tanya Wolff, Zone 24 East
pdgTanya@gmail.com
Sean Hogan, Zone 24 West
shogan@buckleyhogan.com
David I. Clifton, Jr., Zone 32
diclifton@comcast.net

End Polio Now Coordinators

Karen L Oakes, Zone 24 East
Oakes.kl@sympatico.ca
Pat Killoran, Zone 24 West
Killoran.rotary@shaw.ca
Carol Toomey, Zone 32
carolrotary@aol.com

Endowment/Major Gifts Advisors

Richard Levert, Zone 24 East
richardlevert@levert.ca
Chris Offer, Zone 24 West
Chris Offer@live.ca
Mac Leask, Zone 32
mac@leaskbv.com

Zone Newsletter Editor

Marty Peak Helman
martyrotary@gmail.com

Website Administrator

Hans Granholm
hgrdane@telusplanet.net

Zone Directory Editor

B.J. Metz
bjmetz@metzcompany.com

Zone Facebook Administrator

Kevin Hilgers
wave@telus.net

Membership Matters

Do We Listen Enough to Potential Members?

By Governor Claude LaLiberté, District 7040

My best experience in recruiting talented, younger members was when I didn't say a word about Rotary.

One of the clubs I served as Assistant Governor was located in a city where there were many service clubs and civic organizations. The club couldn't attract new members. I suggested they come up with 15 names of community leaders who would be good potential members. It took them about a month.

I sent each of those 15 individuals a personal invitation by mail to an after-hours talk about the community. The only mention I made of Rotary was that the talk would be under the Rotary umbrella. In the following week, I phoned everyone to check if they had received the invitation. On the phone, I explained more about the goal of our meeting, stressing that we wanted their views on issues facing our community. But I did not mention Rotary! Four of my targets declined and 11 accepted. The club secretary confirmed their presence by phone the day before the meeting. Two regretted.

Five Rotarians came to the after-hours meeting. I was there, plus a member who took notes, an observer whose job was to identify the strongest leader among the group, plus two other members who had agreed to act as resources if needed. We had no special Rotary banner or decorations, just the Rotary pins on our lapels.

We welcomed everybody, served them a drink and talked of usual business affairs. Then everyone sat and we began the meeting. I repeated the goal, which was to discuss issues that were facing our community, and I stressed that we wanted their opinions. I told them I only had three questions for each of them.

First: In five minutes or less, let us know what you consider to be the most important concern in the community. I addressed this question to each one individually, while we took notes. Of course, they all had an opinion about community issues.

Second: Tell us what you think is the solution or way to get to a solution. Again, they all had opinions. Not always a solution, but at least an approach to get started.

Based on their feedback, we were able to reduce the community problems to four, as some respondents used different words to comment on the same issue. We were also able to identify the strongest leader in the room. And it was to that leader that I addressed the final question:

Third, if we could get a group of civic leaders to help deal with the issue, would you take the lead? And then, would the other community leaders be willing to work with him? After talking extensively about the concern, then advocating for a solution, it was quite easy to get to yes.

As a result: The club got seven new members, all actively involved, even though they are all already busy people. The club also received an assessment of community needs, plus volunteers eager to help work on the issues at hand.

What the club didn't do was "sell Rotary." Rather, we listened to the community leaders and let Rotary become the answer to their concerns. Rotary became *their* solution — not our sales pitch!



Membership Change — 2013 to 2015

District	July 1, 2013	July 1, 2014	2015-16				Cumulative Total	
			Jul 1 2015	Sept 16 2015	# Change	% Change	# Change	% Change
					July 1, 2015 to Sept 16, 2015		July 1, 2013 to Sept 16, 2015	
2225	489	501	446	464	18	3.59%	-25	-5.11%
5010	1774	1726	1686	1701	15	0.87%	-73	-4.11%
5040	1524	1477	1432	1441	9	0.61%	-83	-5.45%
5050	2744	2635	2565	2573	8	0.30%	-171	-6.23%
5060	2712	2582	2653	2663	10	0.39%	-49	-1.81%
5360	2159	1983	1946	1924	-22	-1.11%	-235	-10.88%
5370	2249	2247	2266	2241	-25	-1.11%	-8	-0.36%
5550	1606	1513	1495	1504	9	0.59%	-102	-6.35%
Total Zone 24W	15,257	14,664	14,489	14,511	22	0.15%	-746	-4.89%
6330	1943	1827	1800	1800	0	0.00%	-143	-7.36%
7010	1580	1556	1553	1549	-4	-0.26%	-31	-1.96%
7040	2075	1915	1886	1897	11	0.57%	-178	-8.58%
7070	2070	2006	2015	2007	-8	-0.40%	-63	-3.04%
7080	1783	1704	1700	1698	-2	-0.12%	-85	-4.77%
7090	2483	2411	2323	2332	9	0.375	-151	-6.08%
7790 ①	1799	1745	1745	1748	3	0.175	-51	-2.83%
7810	1233	1180	1192	1189	-3	-0.25%	-44	-3.57%
7820	1576	1557	1573	1576	6	0.139%	3	-0.19%
Total Zone 24E	16,542	15,901	15,787	15,779	12	0.08%	-743	-4.49%
7210	1727	1643	1646	1643	-3	-0.18%	-84	-4.86%
7230	1502	1376	1283	1289	6	0.44%	-213	-14.18%
7255	1980	1826	1853	1873	20	1.10%	47	2.57%
7390	2435	2335	2338	2350	12	0.51%	-85	-3.49%
7410	1033	1059	1115	1118	3	0.28%	85	8.23%
7430	1894	1768	1755	1745	-10	-0.57%	-149	-7.87%
7450	1607	1508	1485	1501	16	1.06%	-106	-6.60%
7470	1274	1177	1196	1195	-1	-0.08%	-79	-6.20%
7490	1256	1270	1244	1244	0	0.00%	-12	-0.96%
7500	1201	1158	1145	1150	5	0.43%	-51	-4.25%
7510	1165	1096	1038	1041	3	0.27%	-124	-10.64%
7640	1222	1125	1095	1092	-3	0.27%	-130	-10.64%
7780	1773	1613	1636	1628	-8	-0.50%	-145	-8.18%
7850 ①	1604	1536	1476	1470	-6	-0.39%	-134	-8.35%
7870	2281	2118	2126	2137	11	0.52%	-144	-6.31%
7890	2288	2155	2098	2104	6	0.28%	-184	-8.04%
7910	1475	1575	1498	1503	5	0.32%	28	1.90%
7930	1916	1955	1948	1934	-14	-0.72%	18	0.94%
7950	2462	2315	2263	2254	-9	-0.39%	-208	-8.45%
7980	2362	2209	2218	2216	-2	-0.09%	-146	-6.18%
Total Zone 32	34,457	32,817	32,456	32,487	31	0.09%	-1816	-5.29%
Total 24 & 32	66,256	63,382	62,732	62,797	65	0.10%	-3305	-5.00%

① Reflects transfer of one club from 7850 to 7790, effective 1 July 2015.

Data based on official RI reports on dates indicated.

The Challenge: Raise \$1 Million for Peace

I am proud to have served as governor in 2012-13, when then-President Sakuji Tanaka urged Rotarians everywhere to create "Peace Through Service." I firmly believe these words are more than an annual theme: They are a pledge to build a better tomorrow.

And so, when I was approached to chair an outreach to support the Rotary Peace Centers by raising funds for the Sakuji Tanaka Endowed Rotary World Peace Fellowship, I enthusiastically signed on.

Sakuji Tanaka and his wife Kyoko Tanaka have established this fund within The Rotary Foundation, and personally given \$500,000 to endow Rotary Peace Fellowships. Now it's our turn: Every gift to the Tanaka Fund, pledged between now and December 31, 2016, up to a cumulative \$500,000, will be matched on a one-to-one basis by the Otto and Fran Walter Foundation. Both cash gifts and bequest commitments will be matched, and every gift counts.

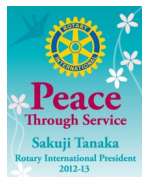
Once the campaign is successfully completed, the Sakuji Tanaka Endowed Fund will have grown by \$1 million. That's sufficient to sponsor a new Master's Candidate in peace and conflict resolution every two years!

The Otto and Fran Walter Foundation is a family foundation, committed to peace, that has already pledged \$500,000 to the Rotary Peace Centers. This challenge grant doubles their commitment.

To see your gift to the Rotary Peace Centers matched, make sure your financial donation or bequest is earmarked for the **Sakuji Tanaka Endowed Rotary World Peace Fellowship (Gift ID# E10543)**.

Go to www.peacethroughservice.org for more; or contact Jenna Archuleta (jenna.archuleta@rotary.org) or Carolyn Ferguson (Carolyn.ferguson@rotary.org), our Zone Major Gift Officers.

—Marty Peak Helman



Foundation Facts

Change the World with Pocket Change

By Governor Barbara J. Huffman de Belón, District 7410

Daily, Rotarians are engaged in carrying out projects around the world that change lives and give people hope. But for many of us, the massive and very life-crushing real poverty in the world is just not in our reality. In fact, it can be downright difficult to think globally when so much is needed in our own communities. But, that's what we're called to do as Rotarians: to assist both locally and globally.



This year, District 7410 Rotary clubs in northeastern Pennsylvania are participating in a project where only their small change — that annoying rattle in their pants pockets, or the coin that is found on the ground in the parking lot — can be donated weekly at their club meetings. By themselves, these tiny coins may be meaningless, incapable of doing much. But cumulatively, the effect can be world-changing! This year-long project will probably amaze some and encourage others to make similar donations to our Rotary Foundation.



This District-wide project was introduced to the D-7410 incoming club presidents last winter at the Mid-Northeast multi-district PETS in Whippany, NJ. Not knowing how this idea would be received, I brought along only 12 "Change the World" jars, with the thought that if five or six clubs would commit on the spot, that would be a small success. The directions given to those present were to go back to their respective clubs, explain the project, and ask their club to either "opt-in" or "opt-out". Deadline for the club's decision was set at May 9, the District Training Assembly. Clubs were also told that it would be their decision whether to make a lump-sum donation to the Foundation as a gift from their club, or whether they wanted to use the "long form" and assign the credit to their members.



At the end of the presentation, I asked if there was anyone present who knew in their heart of hearts that their club would want to participate, or that they were such a good salesperson that they were willing to take a jar home with them. Fifteen hands shot up, and I was already short on jars! Since then, two-thirds of the clubs in the District have joined the program.

In order to maintain excitement for this project, clubs will report the total collected to date at the Foundation High Tea, scheduled for October 28, and more jars will be available at that time for clubs that wish to join in. The year-long project will conclude in late April at our District Conference, when the total amount of change collected by our clubs will be reported, totaled and celebrated.

District 7410's 42 clubs, at a membership of slightly more than 1100 Rotarians, are poised to do big things in the world, through this very painless collection of what to many would be insignificant sums. Even the clubs that traditionally participate in every member donating at least \$100 a year are using this project as their "stretch goal" to reach a higher level of giving to the Foundation. I look forward to sharing with all readers of this Zone newsletter our lessons-learned and the final outcome in May 2016.

Donors Achieve New Bequest Society Giving in 2014-15

Congratulations to the following individuals and organizations in Zones 24-32 who joined the Bequest Society by remembering The Rotary Foundation in their estate plans — or whose planned giving to The Foundation reached new levels during the past Rotary year. This list does not include those who requested anonymity. Note: + designates a deceased donor. Names of 2014-15 Major Donors and Arch Klumph Society members were published in September.

Bequest Society Level 7: \$1 million
 Bequest Society Level 6: \$500,000
 Bequest Society Level 5: \$250,000
 Bequest Society Level 4: \$100,000
 Bequest Society Level 3: \$50,000
 Bequest Society Level 2: \$25,000
 Bequest Society Level 1: \$10,000

Bequest Society Level 6

Gregory Trefry and Linda Trefry	7820
---------------------------------	------

Bequest Society Level 5

Ralph B Befort	7010
Ian R. Ferguson	7080
Anthony L. Jannetta and Rachel S. Jannetta	7430
Gary L. Cook	7810
Greg A. Turner and Claudette Turner	7810

Bequest Society Level 4

Frank J. Fagan and Barbara Fagan	5050
Richard Allen Hackworth and Margaret Hackworth	5370
Thomas A. Bennett and Grace Bennett	7010
David E. Brouillette and Linda G. Brouillette	7010
Audrey Lakien	7010
John Dunsford and Lynda Dunsford	7080
Gail E. Donus and Daniel W. Maginnis	7090
John P. Judson and Ann Marie Judson	7390
Carol Ann Ziomek	7410
Micky Doto	7640
Stephen B. Dates	7850

Bequest Society Level 3

David Aune	5050
Thomas A. Koenig and Debora Porter Koenig	5050
Jeff Morfitt and Kellie Reynolds	5050
Roderick W. Thomson and Catherine Thomson	5050
Harry Gaede	5370
Joanna L Cox	7010
Marilyn I. Hanson	7010
Robert (Bob) (SA) Neibert	7080
Alice Klamer	7090
Karen L. Oakes and Wolfgang Lindemann	7090
Leonard H. Gieseler and Kirsten Gieseler	7430
Srinivas Maddali and Annapurna Maddali	7470

Bequest Society Level 2

Charles Flavelle and Lucile Flavelle	5040
Diana Wardell	5050
Ben Kormos	5360
Joyce Ann Campbell	7010
Anthony Davidson and Susan Davidson	7010
Bill Hagborg	7010
Dawn Larsen	7010

William D. Nicholls and Elaine Nicholls	7010
Doug Weber and Cheryl Weber	7010
James G. Williams and Naomi Williams	7010
Ginette Breton-LaLiberté and Claude M. LaLiberté	7040
Thomas Urling Walker and Mabel Walker	7040
Paul Ross and Shirley Ross	7070
Judith Adamson and Frank Adamson	7090
Linda Bazoian	7090
Kevin Davis	7090
Carolyn Ferguson	7090
Roman A. Groch and Anna S. Wacyk-Groch	7090
John Schrock and Melisa Schrock	7090
Tia Taylor	7090
Peter D. Clayton and Jillian Clayton	7430
Douglas F. Cook and Mary Cook	7430
David Czarnecki	7430
Larry T. Gallagher and Becky Gallagher	7430
George B. Jackson and Lauralee F Dambrink	7430
Mary Anne McCarthy and Michael J. McCarthy	7430
William E. Palmer	7430
William L. Weber and Flora A. Weber	7430
Martha Peak Helman and Frank G. Helman	7780
Gregory R. Coldwell and Claudia E. Coldwell	7820
James A. Kirby and Brenda Kirby	7820
Susan H. Donnelly	7850
Mukund Nori and Laima Nori	7980

Bequest Society Level 1

Jim Kenyon	5010
Kenneth H. Nash	5010
Ross Harlow and Beth Harlow	5040
William Edward Johnston	5040
Joy Jones	5040
Michael R. Griffin	5050
Jim Jonson	5050
Vida Peterson	5050
William Robson	5050
Ed Barker	5060
Constance Luna	5060
Greig Mcphee	5060
Gail Arlene Williams	5360
Johanne Roy	5370
Noah Morgan	6330
James Edward Thomas	6330
Rose Adams	7010

Rotary Foundation Bequest Society Members Level 1 ... list continued from previous page

Ted Barnaby	7010	Paul Allen	7090
Dean Bell	7010	Jennifer Allen	7090
Louise Bergeron	7010	Samuel J. Amico	7090
Lynne Chant	7010	Ellen Boyce	7090
Bud Cockburn	7010	Gary James Chard and Sandi Chard	7090
Nancy E. Cornwell	7010	William D. Clevette	7090
Kevin de Groot and Elizabeth Anita de Groot	7010	Wendy A. Hickey	7090
Roger Denize and Ingrid Denize	7010	Ann Dee Holtby	7090
W. Carl Dickson and Shirley Dickson	7010	Gerald E. Kelly	7090
Marc Durocher	7010	David LaCombe	7090
Phil Edmunds	7010	Therese M. Vita	7090
Richard Fenton and Judi Fenton	7010	Patti Walsh and John Walsh	7090
Roderic G. Ferguson	7010	Mary Kay Worth	7090
Kimberly Giffen	7010	Alan Zucker and Terri Kennedy-Zucker	7090
John B. Gordon	7010	Ralph L. Detrick	7390
Paul Stephen Gordon	7010	Carol Fastrich-Aranos	7390
Donna Gordon	7010	Charles F. Bitler, Jr. + and Anna Mae K. Bitler	7430
Lloyd Graham	7010	Anne M. Dunnington	7430
Moe Grant	7010	Mark A. Erle	7430
Stan Hampton	7010	Andrew Hilman Johanson, Jr. and Wendy Axelrod Johanson	7430
Michael P. Kinsey	7010	Tom Kolepp and Janet Frost Kolepp	7430
Gary Kopp	7010	Jerry D. Myers	7430
Jackie J. Lamothe	7010	John F. Ortolf	7430
Aaron J.D. Ledlie	7010	James R. Palmquist	7430
Liz Lewis- Woosey	7010	Christopher A. Potter	7430
Tony Limina	7010	Charles Pressler	7430
David M. Martin	7010	David Wyher	7430
David McCullough	7010	Howard Cuerel	7450
Jim McIntosh	7010	Ronald M. Hall	7790
Britt McKerrow	7010	Marie-France Labbe	7790
Brian V. Menton and Dorothy Ann Menton	7010	Paul D Morrison and Susan Morrison	7810
Wendy Miller	7010	Dana Atwell	7820
David Mink	7010	James Axell and Muriel C. Axell	7820
Keith Montgomery	7010	Valerie Bobyk	7820
Douglas L. Moody and Joan Moody	7010	Joanna H. Christianson	7820
Darlene Palmer	7010	Alex Handyside	7820
Ian Pavlik	7010	Elva M. Heyge	7820
Nina Ross	7010	David W. Hooley and Paulette Hooley	7820
Susan Sharp and Jason Sharp	7010	Ann R. Lockhart	7820
David F. Smith	7010	Paul E. Muise and Gail Muise	7820
Vern Solomon	7010	Robert Munroe	7820
Liz Spooner-Young	7010	Larry R. Sider	7820
David Tisch	7010	Richard Bielefield and Kathleen E. Jablonski	7850
Jamie N Tripp, III	7010	Gary A. Dehnell	7870
Steven S. Wallace	7010	Cheryl Jurasek	7890
Ronald P. Walton and Margaret Walton	7010	Robert Albert Cassidy and Carolyn F. Cassidy	7910
Douglas W. Bickerton	7040		
Faye E. Porter	7040		
Jim Vowles	7040		

Nigeria No Longer Endemic

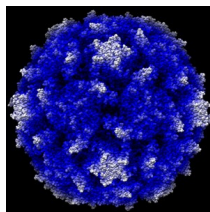


The World Health Organization announced on September 25 that Nigeria is now polio-free and has been officially removed from the list of countries where polio is endemic. It's been 14 months since any cases of polio caused by the wild virus have been detected there.

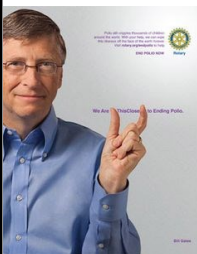
With Nigeria's historic achievement, polio remains endemic in only two countries: Afghanistan and Pakistan. That means transmission of the virus has never been stopped there.

Goodbye Type 2 Virus

An independent global health commission officially verified on September 21 that wild poliovirus Type 2, one of three strains of the wild virus, has been eradicated worldwide. Although the last Type 2 case was detected back in 1999, the confirmation is an important milestone, as Rotary and its partners in the Global Polio Eradication Initiative prepare to switch from a form of the vaccine that targets all polio types to one that does not protect against Type 2.



Funding Needed to Meet Goal



On September 25, the Polio Oversight Board met to determine the next steps needed to eradicate polio. The group concluded that \$1.5 billion in new funding is needed to help

Rotary and its partners end polio in the next few years.

With Nigeria now polio-free, spending will focus on the most vulnerable children in Afghanistan and Pakistan, while continuing to shield millions of children already living in polio-free countries.

PolioPlus

Call to Action in the Polio End-Game

By Karen Oakes, Zone 24East End Polio Now Coordinator

In the September *Rotarian* magazine, The Rotary Foundation Trustee Chair Ray Klingensmith reminded all of us of the important role that Rotary has played in the eradication of Polio effort. As a significant — indeed major — partner in this horrific battle every Rotarian and every Rotary club needs to make a real attempt to educate our communities on the history of the eradication of polio effort while informing them of ongoing updates in this undertaking.

We have an ideal opportunity to create awareness of the polio effort progress on October 24, World Polio Day. A great kick-off will be Rotary's third annual World Polio Day event, co-hosted with UNICEF, on the evening of October 23, 6.30PM EDT at www.endpolio.org. The event will be live-streamed from New York City to viewers around the world. Be sure to check out the World Polio Day tool kit <http://bit.ly/WorldPolioDayResources> for some fine ideas to recognize this landmark day. There are even sample Social Media posts, including graphics that you might consider sharing with others, including your local media.

Creative events are already happening in our Clubs and Districts every day as was evident in a recent event spearheaded by the Rotary club of Ancaster, ON hosting a **Scotch for Polio** night with keynote address by Dr. Bob Scott, former PolioPlus chair. Dr. Scott engaged the audience with an informative presentation on the current polio status as well as personal recounts of the polio-related tragedies and victories he has witnessed throughout the years.



Earlier this month, your End Polio Now Coordinators were provided with "baseline information" identifying the results of our respective Zones for the 2014-15 Rotary year. In summary, our collective giving from Zones 24-32, realized over \$3 million (see table following page). Congratulations to all!

It is our hope that we will surpass these efforts in the current Rotary year to ensure that we do our share to help end polio now. District Designated Funds (DDF) contributions up to \$35 million will be matched 50 cents on the dollar by The Rotary Foundation World Fund. These cumulative funds are then matched 2:1 by the Gates Foundation. The power of this math means that a DDF contribution of \$10,000 would result in a donation of \$5,000 from the World Fund plus \$30,000 from the Gates Foundation to become \$45,000 in the fight against polio.

These reports also provide a quick review of our 2015-16 percentage of clubs with polio goals input into Club Central. We were asked earlier to ensure that all club goals be input into Club Central by October 31, so now everyone needs to address this task to ensure completion.

Timely consideration and documentation of goals provide checkpoints along the way to build our chances of success once again this year. Let us each stretch ourselves to ensure we do our very best to END POLIO — NOW and FOREVER.

Polio Plus — Donations in US Dollars

District	Rotary Year 2014-15			Rotary Year 2015-16				
	Cash Donations	DDF Donations*	Total Giving to Polio	Clubs with Goals	District Goal (sum of club goals)	Cash Donations YTD	DDF Donations YTD	Total Giving to Polio YTD
2225	\$876	\$0	\$876	0.0%	NA	\$415	\$0	\$415
5010	\$180,344	\$15,000	\$195,344	70.0%	\$50,276	\$5,204	\$15,000	\$20,204
5040	\$151,553	\$3,600	\$155,153	62.0%	\$36,320	\$6,542	\$0	\$6,542
5050	\$195,617	\$0	\$195,617	70.2%	\$75,500	\$8,451	\$0	\$8,451
5060	\$70,940	\$0	\$70,940	28.8%	\$34,779	\$4,340	\$0	\$4,340
5360	\$82,845	\$0	\$82,845	19.1%	\$20,500	\$3,488	\$0	\$3,488
5370	\$104,213	\$30,548	\$134,761	37.7%	\$47,300	\$5,766	\$0	\$5,766
5550	\$90,545	\$0	\$90,545	31.9%	\$36,200	\$5,103	\$0	\$5,103
Zone 24W	\$876,933	\$49,148	\$926,081	39.96%	\$300,875	\$39,309	\$15,000	\$54,309
6330	\$119,452	\$10,000	\$129,452	68.3%	\$58,850	\$13,795	\$0	\$13,795
7010	\$94,338	\$30,000	\$124,338	45.2%	\$46,350	\$6,348	\$0	\$6,348
7040	\$69,023	\$0	\$69,023	15.7%	\$14,650	\$241	\$0	\$241
7070	\$119,289	\$50,000	\$169,289	94.4%	\$50,405	\$8,500	\$0	\$8,500
7080	\$107,122	\$15,000	\$122,122	81.6%	\$75,449	\$7,973	\$0	\$7,973
7090	\$116,103	\$31,000	\$147,103	18.6%	\$27,200	\$13,740	\$36,000	\$49,740
7790	\$39,858	\$25,000	\$64,858	34.0%	\$21,405	\$1,671	\$0	\$1,671
7810	\$37,910	\$0	\$37,910	25.6%	\$14,500	\$1,210	\$0	\$1,210
7820	\$163,900	\$14,000	\$177,900	83.0%	\$57,350	\$9,020	\$0	\$9,020
Zone 24E	\$866,995	\$175,000	\$1,041,995	51.82%	\$366,159	\$62,498	\$36,000	\$98,498
7210	\$33,660	\$11,621	\$45,281	1.7%	\$150	\$375	\$0	\$375
7230	\$33,989	\$0	\$33,989	4.4%	\$350	\$650	\$0	\$650
7255	\$24,413	\$0	\$24,413	1.3%	\$2000	\$1,991	\$0	\$1,991
7390	\$53,079	\$28,000	\$81,079	44.4%	\$22,475	\$3,917	\$0	\$3,917
7410	\$19,239	\$12,000	\$31,239	11.9%	\$5,850	\$15	\$12,000	\$12,015
7430	\$55,832	\$0	\$55,832	76.7%	\$34,700	\$585	\$0	\$585
7450	\$24,495	\$2,000	\$26,495	17.6%	\$5,650	\$48	\$0	\$48
7470	\$79,777	\$5,000	\$84,777	26.0%	\$17,000	\$300	\$0	\$300
7490	\$2,995	\$4,745	\$7,740	7.8%	\$3,050	\$100	\$0	\$100
7500	\$9,210	\$15,000	\$24,210	10.5%	\$850	\$100	\$0	\$100
7510	\$29,414	\$0	\$29,414	52.2%	\$22,250	\$1,215	\$0	\$1,215
7640	\$31,059	\$1,500	\$32,559	8.3%	\$6,349	\$10	\$0	\$10
7780	\$151,652	\$5,000	\$156,652	55.0%	\$31,500	\$2,691	\$0	\$2,691
7850	\$41,911	\$11,190	\$53,101	14.3%	\$10,600	\$3,621	\$11,384	\$15,005
7870	\$33,811	\$0	\$33,811	8.3%	\$7,250	\$2,162	\$0	\$2,162
7890	\$57,091	\$25,000	\$82,091	65.0%	\$37,527	\$5,309	\$0	\$5,309
7910	\$16,065	\$0	\$16,065	17.6%	\$9,317	\$1,108	\$0	\$1,108
7930	\$120,325	\$20,000	\$140,325	31.9%	\$48,150	\$1,405	\$0	\$1,405
7950	\$38,582	\$14,000	\$52,582	21.2%	\$17,650	\$4,482	\$0	\$4,482
7980	\$44,856	\$0	\$44,856	13.1%	\$5,650	\$531	\$0	\$531
Zone 32	\$901,455	\$155,056	\$1,056,511	24.46%	\$288,318	\$30,615	\$23,384	\$53,999

* Districts that donated 20% or more total 2014-15 DDF to PolioPlus shown in BLUE.

Rotary International Support Team

Club and District Support

Victoria Schiffman, Senior Coordinator
Victoria.schiffman@rotary.org
847-866-3354

Kaitlin Kirk, Coordinator
Kaitlin.kirk@rotary.org
847.866.3069

District Support:

7390, 7410, 7430, 7450

John Hannes, Senior Coordinator
John.hannes@rotary.org
847-866-3275

David Massey, Coordinator
david.massey@rotary.org
847-866-3269

Membership Development

Emily Whitmer
Regional Membership Officer
Emily.whitmer@rotary.org
847-866-3338

The Rotary Foundation

Senior Major Gifts Officer: Zone 24

Carolyn Ferguson
Carolyn.ferguson@rotary.org
905-304-6831

Major Gifts Officer: Zone 32

Jenna Archuleta
Jenna.archuleta@rotary.org
847-424-5251

Annual Giving Officer: 24/32

Chris Boyce
Chris.boyce@rotary.org
847-866-3261

Rotary International

One Rotary Center
1560 Sherman Avenue
Evanston, IL 60201
847-866-3021

Support Center

RotarySupportCenter@rotary.org
866-976-8279 or 866-9ROTARY
www.rotary.org

Donald MacRae Award

Wilf Wilkinson and Guatemalan School Program Honored

The Donald MacRae Peace Award, awarded annually to a Rotarian or organization in each of our two Zones that exemplify Rotary's ideals of international service, was presented at the Zone Institute late last month:

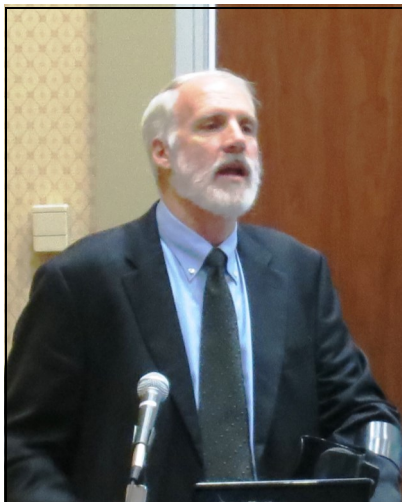
Past RI President Wilf Wilkinson's accomplishments are many and wide-ranging in their impact on the lives of so many people. As a hallmark of his year as President of Rotary International, Wilf clearly defined the importance of international service by holding four peace forums on four different continents. Under the byline of "Peace is Possible," he provided the opportunity for both Rotary and world leaders to come together to discuss and strategize on global peace initiatives, and Rotary's role in enhancing efforts to work towards peace.



During the same Rotary year, Peace Community initiatives were established in a variety of centers, where Rotarians were encouraged to partner with local stakeholders, making declarations of a common purpose toward the establishment of peace embracing communities. This initiative resulted in a resolution at the 2010 Council on Legislation to broaden peace-driven community programs.

Past President Wilf is a founding member and Director of the Canadian Landmine Foundation, an organization dedicated to working with governments and civil societies toward the elimination of both the production of landmines and the deactivation of those already on the ground. He continues to advocate with the Canadian government on behalf of Rotary for support of both RI's polio eradication campaign and other Rotary programs geared to peace initiatives on a broad scale.

Safe Passage/Camino Seguro started in 1999, when a young woman from Maine, Hanley Denning, met children on the municipal city dump in Guatemala City. The children were unable to attend school because their families lacked the resources to buy school uniforms or books. Without education or job skills, they worked as pickers on the city dump, and the cycle of poverty was doomed to be repeated onto the next generation. Hanley enrolled the children in school and started an after-school program where the children received help with their homework, hygiene and nutrition information, and could develop socialization skills.



Today, Safe Passage provides 600 children and 100 adults with education, social services, and the chance to move beyond the poverty their families have known for generations. Safe Passage has accomplished this through dedicated support and involvement from Rotary clubs, including Matching and Global Grants, short- and long-term volunteers and a remarkable number of Rotarians who have served as Board members. The program, now under the leadership of Executive Director Todd Amani (shown here), who accepted the award for Safe Passage, is not resting on its laurels: Plans (and a fundraising drive) are in place to build school facilities for all 600 children, plus provide expanded extracurricular and community activities.

Rotaract Essay Contest

Calling all Rotaractors in Zone 32 to participate in the second annual Ethics Essay Contest for Rotary UN Day!

Topic: The essay should be written on the following:

Balance the goal of the UN to end female genital mutilation and the mission of humanitarian medical groups to end suffering while respecting the dignity (including religious and cultural values) of all persons.

Essay Guidelines:

Essays will be scored on the following criteria:

- ◆ Thoughtfulness of your analysis
- ◆ The extent to which your argument is supported by specific examples from scholarly works
- ◆ Clarity of organization and expression
- ◆ Grammatical correctness

You must provide citations (footnote or in-text) for references to specific works. If you use parenthetical citations, include a reference list at the end. When quoting directly, include the page number.

Your essay may not exceed 1500 words. Any text over 1500 words will not be read. Footnotes and citations do not count toward the word total.

The work must be your own.

Your essay must be emailed to es-say@rotaryun.org by October 19, 2015, 11:59 PM EST.

Contest Awards:

1st Place: \$2,000 and the opportunity to present his or her essay at Rotary UN Day on Saturday, Nov. 1.

2nd Place: \$1,000 and the chance to attend Rotary UN Day.

FMI: Email Cynthia L Desmond at cl2157@columbia.edu with any questions about the contest.

Public Image

Making Public Image a District-wide Priority

By Sean Hogan, Zone 24 West Public Image Coordinator

Rotary District 5010 (Alaska/Yukon) decided back in 2010 to build a District Public Image team. They began by gathering experts from around the District with a variety of backgrounds for the committee, and then advertised at District events and through the District newsletter, website and using Assistant Governors for other talent to join the committee.

As a result, today the committee consists of 18 Rotarians from clubs throughout the District, along with representatives from Interact, Rotaract, RYLA, Youth Exchange, and the District grants committee. It is led by Public Image Chair Ken Miller from the Anchorage Gateway Rotary club. District Governor Brad Gamble is also a member, and the Committee includes past and future District leaders as well as future Rotary leaders within the District.

Committee members are assigned to areas based on their talents and expertise, including social media, TV/radio, press releases, public service announcements, videos, newsletter and website.



Each July, the Committee Chair meets with the new District Governor to outline the goals in the areas of public image, public relations and marketing for the District and to discuss the upcoming budget for the year.

The first official meeting of the Committee occurs in late summer. At that time the committee reviews the previous year's performance, utilizing a dashboard of all metrics and numbers. The Committee creates and approves a budget and begins planning for the coming Rotary year.

The Committee meets on the last Monday of each month to discuss current marketing campaigns and future committee business. Due to the distances involved, outlying committee members participate by telephone.

In 2014-15, the Committee emphasized social media, with new and updated Facebook pages, Twitter pages and expanded email contact lists. District 5010 also created new videos and implemented a program called "First Look," which ran a 30-second public service announcement in movie theaters in three different areas throughout Alaska.

And the results were award-winning! Last May, the District's video, "Making a Difference in Alaska", was one of five chosen out of 40 worldwide submissions as best illustrating how Rotary clubs improve their communities. It will be featured on Rotary.org, the digital edition of the *Rotarian* magazine, as well as on other Rotary social media channels. The video features a universally accessible playground for children of all abilities in Anchorage sponsored by the Rotary Club of Anchorage. Check it out on YouTube: (<https://www.youtube.com/watch?v=e2APc9xLCns>).

This year, the Committee's emphasis will be to reach out to each club for public image training. The Committee is also creating a complete redesign of the District website, which will be released this month.

Calendar of Events

Wednesday, October 21 — Webinar: Role of District Major Gift and Endowment Committee — what does it do? Should your District have this position? Watch the Zone 24/32 Facebook page and website for more info.

Friday, October 23 — End Polio Now event live-streamed from New York City around the world at 6:30 p.m. EDT at www.endpolio.org. Check out the World Polio Day tool kit <http://bit.ly/WorldPolioDayResources> for ideas to recognize this landmark day.

Wednesday, October 28 — Webinar: US Estate Planning Tips and Your Rotary Legacy. Join a Rotary financial planner to review best practices that you can discuss with your advisors to help ensure your legacy. 3:30 p.m. ET. FMI: www.rotary.org/webinars

Saturday, November 7 — Rotary UN Day, New York City. www.riunday.org.

Tuesday, November 24 — Webinar: Bequests, major gifts, term gifts, named endowment — Your District's fund development strategies. Watch the Zone 24/32 Facebook page and website for more info.

January 15-16, 2016 — Presidential Conference—Peace and Conflict Resolution, Ontario, CA. FMI: www.peaceconference2016.org

January 18-23, 2016 — International Institute, San Diego, CA.

April 11-15, 2016 — Council on Legislation, Evanston.

May 29-June 1, 2016 — RI Convention in Seoul. Beyond Borders Dinner: Sunday, May 29. Register online at <http://tinyurl.com/BBD2016>.

September 27-October 2, 2016 — Rotary Zone 24-32 Pre-Institute and Institute in Winnipeg, Manitoba. To register: ZoneInstitute.net

October 23, 2016 — TRF Centennial Celebration Concert and Dinner in Cleveland, Ohio, the hometown of Arch Klumpf. FMI: www.trf100.org

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

Leadership Events

It's Not Too Soon to Think About Zone Institute 2016



We are so looking forward to seeing you in Winnipeg, Manitoba Sept. 29-Oct. 2, 2016. Pre-institute training will take place September 26- 28.

Convener Dean Rohrs (our Director-elect) selected Winnipeg because it is the venue for the new Canadian Museum for Human Rights. At the museum, 1987 Nobel Peace laureate Oscar Arias Sanchez, former president of Costa Rica and peace broker in Central America, will speak to us about courage, commitment, and peace.

So plan to join us at the 2016 Zone Institute. We will celebrate, educate and motivate ourselves to an even greater level of service. We promise that it will be a great Institute.

YES, you can register for Winnipeg right now and save! Go to zoneinstitute.net A record 143 Rotarians already pre-registered while they were in Providence. Join us! And watch this space for more speakers and other information.

Are You Coming to the 2016 Seoul Convention?

This year's International Convention offers an outstanding combination of information, inspiration, and entertainment. Hear about new initiatives. Make a positive difference with a hands-on service project. Delight in unique cultural experiences.

Even before the convention officially begins, you're invited to attend special events. Connect with young leaders at the Rotaract Preconvention and share ideas at the Youth Exchange Officers meeting. Attend the World Water Summit to learn about the latest water and sanitation initiatives. And sign up for the Beyond Borders dinner (see info at right; register online at <http://tinyurl.com/BBD2016>).

It's Korea! Come early to:

- Stay at a temple to relieve the stress of travel
- Tour Korea with local Rotary members
- Choose from a variety of health screenings and acupuncture therapies

Rotary  **Zones 24 & 32**

Beyond Borders Dinner

May 29, 2016 • 6:30 pm



Join Us for Great Food & Fellowship!



KOREA 2016
28 MAY - 1 JUNE
SEOUL
ROTARY INTERNATIONAL CONVENTION

Vista Pub
Floating Island
683 Olympic Road
Seocho-gu, Seoul, Korea
+82 2-537-2405

\$75 per person
through April 15, 2016

\$99 per person
after April 15, 2016

For more information, please contact BB Dinner Chair, PDG Don Lee at: Rotarian@hotmail.com or 917-691-5900