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Zone 28 and 32:

a four country, two language
community of Rotarians in Ber-
muda, Canada, France and the
United States spanning six time
zones.

September 2020



September is a time for change and new beginnings. The days are getting a little shorter, the leaves start to change colour, and we begin to think about back to school. As these changes start to take place this year, parents and students are tasked with making some tough decisions for alternate school experiences. These new choices will see social distancing and masks and leave us wondering how this may affect traditional learning and development models that have historically been in place for us and our parents before us; not an easy undertaking.

By no coincidence, September is Basic Education and Literacy month in Rotary. We too have become used to traditional models of learning and development within Rotary. Similarly, this year, we need to turn to alternate experiences as we continue to grow and develop our selves, our clubs, our districts, and our zones. Learning is something that we all take for granted, and is something that is not readily available to many around the world. Our ability to learn and adapt is what will help us stay relevant in this crazy world and leading into 2021. We have the opportunity to learn and develop ourselves on the go, and at our own pace by visiting our online Learning Center on Rotary.org. Looking for a topic for an upcoming meeting? The Learning Center has so many amazing topics to dive into as a club and helps to create opportunities for us to develop the mindset of "lifelong learning" as Rotary continues to open opportunities worldwide.

We have an exciting and full month ahead of us for our District Governors, our Elects, Nominees and Partners. We are looking forward to hosting the first-ever *virtual* GETS/ GNATS, another fabulous way we are developing our leaders of the future through learning. Zone Trainer Marty Helman and our team of enthusiastic and qualified facilitators have done amazing work in pivoting this incredible training program. Although this may not be in the form of our traditional learning environments, I'm so proud of the exciting social and teambuilding experiences they have developed and can't wait to see these new learning methods.

September 23rd-25th we are also thrilled to be hosting three plenary sessions on Leadership, Foundation, and Innovation that over 900 Rotarians have already registered for! While we had planned to meet live in Toronto, I'm incredibly excited for the opportunities to connect as such a large group virtually. If you have not yet registered, there is still time to [do so at this link](#). While we need to continue making adjustments, we are excited by the ways we are adapting in this environment so that we can continue our purpose of opening opportunities, and we hope you're excited as well.

Good luck to those of you who will be returning to a different kind of normal with your families and working lives this September. Let's continue to adapt together and support one another as we continue to learn and develop as Rotarians.

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Hallmarks of an Innovative Club: Leading Your Club to Tomorrow

By Cecily Smith, Innovative Club Advocate, Zone 32 ARC

We're Sparking Innovation in Rotary! Director Valarie Wafer asked Zone 28 & 32 District Governors if they were interested in creating new, innovative clubs in their district this year, and the Innovative Club Advocate team is here to work with DGs and their leadership team to start new clubs. But what is considered "innovative"? Our team created hallmarks for innovative Clubs and Districts, defining ways that clubs can be forward-thinking, open to change, and build an inclusive community.

APPOINTMENT OF A CLUB INNOVATION CHAIR & COMMITTEE The club's board of directors includes a club innovation chair separate from the membership chair, who leads a committee that meets regularly to integrate innovative practices into their club. This committee will be made up of a diverse array of members. This committee contributes to the development of a club strategic plan, and a mission statement where one does not already exist.

DIVERSE MEETING STRUCTURES The club offers diverse meeting structures and formats to its members. This may include hybrid meetings, where some attend in person and some via Zoom; a schedule of half business meetings and half service meetings; meals are not built into dues nor mandatory; the meeting times may vary throughout the month (one mid-day meeting, one evening, etc.)

MULTIPLE MEMBERSHIP DUES STRUCTURES The club offers diverse dues structures, such as a reduction in dues for partners of Rotarians, Rotary alumni, dual Rotaract / Rotary members, service, or corporate memberships, etc. to the end of making Rotary more accessible to everyone with a desire to participate in service.

APPOINTMENT OF A CLUB DIVERSITY, EQUITY, AND INCLUSION CHAIR The club's board of directors includes a club diversity, equity, and inclusion chair who is actively and deliberately working towards making the club's membership and activities more diverse, equitable, and inclusive. This includes making membership more appealing to under-represented groups, ensuring all voices are heard, and working to eliminate barriers to access. This committee works to develop a culture of community within and around the club.

ACTIVE AND ACCURATE WEB PRESENCE The club's social media and website are active (updated regularly, as appropriate for the platform) and accurate, with up-to-date information on the district, Rotary International, and the club. The club is encouraged to build a small team of tech-savvy individuals to facilitate the development of content consistent with Rotary International Voice and Visual Identity Guidelines.

Which of these ideas does your existing club already practice? Which do you think would be helpful to incorporate into your club's operations? How can options for membership type, building an inclusive club community, or striving for innovative new ways to engage members and the public help you "Grow Rotary"? How often does your club come together to discuss change and explore new opportunities? These are questions only you can answer, but we invite you to talk Hallmarks of Innovative Clubs with all your members - making sure all voices are heard!



Calendar of Events

September 23-25 — Zone 28/32 Summit Online open to all Rotarians

DG, DGE, DGN training online, see p. 6 below

February 7-11, 2021 — International Assembly, Orlando, Florida

June 12-16, 2021 — RI Convention, Taipei, Taiwan

June 4-8, 2022 — RI Convention, Houston, Texas

2023 — RI Convention, Melbourne, Australia

2024 — RI Convention, Singapore (tentative)

2025 — RI Convention, Calgary (tentative)

Zone 24 & 32

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Find the answers

Don't forget our electronic and social media communications tools for the Zone.

Website:

www.rotaryzones28-32.org

(Note new URL)

Facebook:

[Rotary Zones 28 and 32](https://www.facebook.com/RotaryZones28and32)

(Note new Facebook page)

Congratulations!



Jennifer E. Jones, a member of the Rotary Club of Windsor-Roseland, Ontario, Canada, has been nominated to become Rotary International's president for 2022-23, a ground-breaking selection that will make her the first woman to hold that office in the organization's 115-year history.

Jones will officially become president-nominee on 1 October if no other candidates challenge her.

Jones says she sees Rotary's Action Plan as a catalyst for increasing Rotary's impact.

"As we reflect upon our new strategic priorities, we could have never envisioned that *our ability to adapt* would become our North Star during what is inarguably the most profound time in recent history," Jones said in her vision statement. "Silver linings rise out of the most challenging circumstances. Using metric-driven goals, I will harness this historic landscape to innovate, educate, and communicate opportunities that reflect today's reality."

As the first woman to be nominated to be president, Jones understands how important it is to follow through on Rotary's Diversity, Equity, and Inclusion (DEI) Statement. "I believe that diversity, equity, and inclusion ... begins at the top and for us to realize growth in female membership and members under the age of forty — these demographics need to see their own reflection in leadership," Jones said. "I will champion double-digit growth in both categories while never losing sight of our entire family."

Jones is founder and president of Media Street Productions Inc., an award-winning media company in Windsor. She was chair of the board of governors of the University of Windsor and chair of the Windsor-Essex Regional Chamber of Commerce. She has been recognized for her service with the YMCA Peace Medallion, the Queen's Diamond Jubilee Medal, and Wayne State University's Peacemaker of the Year Award, a first for a Canadian. Jones holds a Doctor of Laws (LL.D.).

A current Rotary Foundation trustee, Jones has been a Rotary member since 1997 and has served Rotary as RI vice president, director, training leader, committee chair, moderator, and district governor. She played a lead role in Rotary's rebranding effort by serving as chair of the Strengthening Rotary's Advisory Group. She is the co-chair of the End Polio Now Countdown to History Campaign Committee, which aims to raise \$150 million for polio eradication efforts.

Jones recently led the successful #RotaryResponds telethon, which raised critical funds for COVID-19 relief and was viewed by more than 65,000. Jones has also received Rotary International's Service Above Self Award and The Rotary Foundation Citation for Meritorious Service. She and her husband, Nick Krayacich, are members of The Rotary Foundation's Arch Klumph Society, Paul Harris Society, and the Bequest Society.

Introducing ...

Zone 28/32 Summit, Online, open to all Rotarians!

It's all here ... thought-provoking messages from leadership

... opportunities to interact with our senior Rotary leaders ... and breakouts with district leaders from across our two Zones.

It's leadership training & fellowship - and so much more! Best of all, it's at **no cost** to you, from the convenience of your home or wherever you may be!

Join your friends from throughout Zones 28 and 32 on September 23-25 via Zoom for our annual gathering – traditionally known as the ZoneInstitute -- now a series of opportunities to interact with Rotary's movers and shakers. Join us for talks from:



Rotary International
President- Elect **Shekhar
Mehta**, from West Bengal,
India, on the future of
Rotary



Jennifer Jones, The Rotary
Foundation Trustee and Past R.I.
Vice-President, on how the
Rotary Foundation has learned to
respond rapidly in this changing
environment.



Brenda Cressey, TRF Trustee and Past Rotary Foundation Chair, on fundraising in challenging times.



Michael McGovern, Rotary's Polio chair and Past R.I. Vice-President, on how the infrastructure built to end polio has been turned to fight COVID-19



And a special presentation by DF Pace, Rotarian, Rotary Peace Fellow and captain in the Philadelphia Police force, on how to match policing with peace.

We promise you ... lots of time for Q&A and discussion, all designed to support you as you put the words of these Rotary leaders to work in your Club and District.

So join us!

7:00 pm ET /4:00 pm PT September 23-24-25. Zone excitement is just a Zoom away!

Click on [THIS LINK](#) for free registration.

Thank you - I look forward to "seeing you" in September!



Marty Peak Helman
Rotary Zones 28 & 32 Trainer and
Online Summit Coordinator

Zones 28 & 32 District Governors, District Governors-Elect and District Governors-Nominee Training Registration information

Please be sure to register your partner (if applicable) as well. Partners are included at no additional charge.

Each Governor class and their partners will meet with its facilitators individually via Zoom to cover the core curriculum, and to get to know one another better and "schmooze." We will use Zoom's breakout rooms so that the size of each session is more intimate. Those sessions and facilitators are:

- **Governors-elect (year serving 2021-22):**
 - Five Thursdays, September 3, 10, 17, October 1, 8; 7:00 ET/4:00 PT for approximately 90 minutes.
 - Facilitators: Una Martone (District 7390) and Nabil Oudeh (District 7040)
- **Governors-nominee (year serving 2022-23):**
 - Same schedule as Governors-elect: Five Thursdays, September 3, 10, 17, October 1, 8; 7:00 ET/4:00 PT for approximately 90 minutes.
 - Facilitators: Rod Thomson (District 5050) and Paddy Rooney (District 7390)
- **Governors (year serving 2020-21):**
 - Four Tuesdays, September 1, 8, 15, 29; 7:00 ET/4:00 PT for approximately 90 minutes.
 - Facilitators: Peter Schultz (District 5060) and Tracey Vavrek (District 5370)
- **Partners of all year groups: Mondays 7pm-8:30pm**
 - ◇ Aug. 31 DGN partners on their own with Facilitator Vicki Kessler
DGE partners on their own with Facilitators Bruce and Sue Goldsen
 - ◇ Sept. 14 DGN and DGE partners together with Facilitators Vicki, Bruce and Sue
 - ◇ Sept. 21 DG, DGE & DGE partners together with Vicki, Bruce & Sue (DG partners this is just one session for you)

[DG, DGE, DGN residing in Canada: Click here for online registration.](#)

[DG, DGE, DGN residing in USA: Click here for online registration.](#)

Bringing the “Fourth Object of Rotary” to Life

*Continuing our series of Donald MacRae Peace Award recipients
By Donald MacRae team administrator Dan Doherty (Zone 28)*

Nabil Oudeh is peace advocate, who has dedicated his life to building and promoting peace nationally and globally on a voluntary basis in his community at the grass root level; professionally working with private and public sector leadership and teams to build and restore bridges of understanding, respect and harmony their perfectional environment.

As a Palestinian born in Israel, Nabil grew up amid conflict. This insightful experience was the impetuous that sparked his curiosity and interest in pursuing advance studies about the human condition and a desire to work towards becoming an agent of change and peace.

As a community youth leader, Nabil has been involved in mobilizing and building bridges between Muslims, Christians and Jews, between Palestinians and Israelis through inter-cultural and inter-religious dialogue groups. He worked as a youth peer counselor while serving as a part of a peace mission group comprised of Arab and Jewish youth that focused on cross-cultural dialogue.

Nabil attended Goshen College in Indiana as an International Student. At that time he traveled to Northern Ireland and met with Catholic and Protestant political leaders, community organizers and youth to develop a sustainable de-radicalizing program for youth in Northern Ireland who were in conflict, to help build trust and mutual respect.

Nabil obtained a Graduate Degree in Peace Studies/Conflict Resolution. Following this accomplishment, he was appointed the Director of the Victim Offender Reconciliation Program in Elkhart County, Indiana. This was the first victim offender reconciliation program in the United States. It served as a prototype for similar programs across North America.

Nabil is a Chartered Mediator through the ADR Institute of Canada, an Honored Fellow with the Canadian Institute for Conflict Resolution. He is the founder and president of the Centre for Conflict Resolution International Ltd (CCR International) – an organization that provides conflict management services domestically and internationally to public and private sectors.

Nabil is an accomplished leader, role model and proud Rotarian. Since becoming a member of Rotary in 1994, he has served in many different leadership capacities – including president, of the Rotary Club of Ottawa and in recent years as District Governor of district 7040. He has been the recipient of several Paul Harris awards. He has served as an expert lecturer for the Rotary Peace Fellowship Professional Development Certificate Program at Chulalongkorn University in Bangkok, Thailand. This past January he served as an International Training Leader at International Assembly in San Diego.

Recently, Nabil realized his dream of returning to the roots of his homeland as a peacebuilding ambassador to continue working at addressing the conflict between Israelis and Palestinians youth; as violence and aggression has notably been escalating amongst youth in Israel.

In 2019 Nabil successfully launched a youth Conflict management skill development program in Haifa, Israel. This program teaches and promotes conflict resolution skill development for Jewish and Arab Youth. The program is designed for both groups to work in a collaborative relationship with each other to understand their role and responsibility in reducing interpersonal conflict and violence amongst Arab and Jew, while exemplifying the possibility of practical coexistence amongst each other. This past January, the first cohort of Arab youth graduated from the program.

In addition to the involvement of youth, the program has enabled skill and economic development for local Arab women who would otherwise lack these opportunities. These women are provided with training to facilitate many of the youth training sessions. The program has prepared these women to serve as leaders, role models and peace advocates in their respective communities.

Since launching, this peacebuilding program has gained national recognition in Israel as having a positive impact on the youth and their communities. Nabil aspires to further develop this program, with a vision of expanding the outreach of the program to other global areas of conflict.

He is an accredited Professional Speaker and is a well sought-after keynote speaker on a plethora of topics including international relations and peace, workplace dynamics, diversity and cross-cultural dialogue – as a few examples.

Nabil is co-author of the Canadian bestseller “Conflict is for the Birds: Understanding Your Conflict Management Style.” He is currently working on a new book that focuses on compassionate leadership and peace building.



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District 5040 Approach to Grow Rotary

By Bala Naidoo, Assistant Rotary Coordinator, IPDG Rotary District 5040

Rotary District 5040 is a diverse district in Canada that spans from Whistler to the Sunshine Coast to Greater Vancouver in southern British Columbia up to Prince Rupert and Terrace (1,500 km away) in the northwest and east to Prince George in the province's central interior and south to Quesnel, Williams Lake and 100 Mile House.

It's comprised of nine Assistant Governor Areas that are unique relative to culture, demographics, and many other factors. Our geography and budgets only allow our district leadership team to meet bi-annually and all other meetings are conducted via webinars.

Each area of five to seven Presidents and their Assistant Governors (Area CEOs) will need to work collaboratively to establish how many new model Rotary, Rotaract and Interact clubs are viable for each geographic area. Some will naturally shut down if they are unwilling to embrace club flexibility and modernize to attract the next generation.

If clubs agree on an alternative new model Rotary / Rotaract club for each community – then we become community-focused versus trying to serve a community based on an outdated model that was traditionally club centric.

The same will apply to Foundation, Public Relations, Youth, Learning & Development, Peace, and Projects – working together to achieve more as an Area versus remaining club-focused! All successful enterprises do a community scan and then establish ways to meet the needs of the community – why do we not do this in Rotary?

We do not have the luxury of time to incrementally evolve in North America. We need radical self-examination and a more urgent call to action with courage and determination to embrace change and adopt and adapt to the current needs of our individual communities that we could fully service in a more inclusive way.

District 5040 has identified 45 key measures that incorporate RCC and district priorities and our vision is viewed as a new approach with clubs deciding collectively as an area (led by each AG) to drive each of the Five Avenues of Service goals (by choice) to the district level. The result is a District Strategic Plan driven by the clubs resulting in a bottom up approach with ownership at all levels. This now allows the district leadership team of each of our core areas of focus to better develop supports, tools, and resources to serve each area and club, which is the reason for our existence as a district.

District 5040 went from a 30 per cent RCC partial completion rate to a 100 per cent completion rate within six months, with a lot of effort from our nine Assistant Governors, Executive Assistant Governor, and our District Trainer who fully embraced the concept over time and worked diligently with their Club Presidents.

Communities with multiple clubs can now use the data to tell their stories to the community, civic and provincial bodies as a PR tool sharing volunteer hours, fundraising achievements and historical data for Rotary's collective contribution to each community and the resulting financial impact that becomes more noticeable.

As it is always said "what gets measured gets done" and Rotary could "inspect what we expect" with a more synchronized methodology giving all District Leaders a concise view of each club and area to better support our clubs to Grow Rotary in a more measured way than our traditional "hope for the best" approach!

Spark Change: Join Rotary While You're Young

What's your life like in your community when you're 18 to 35? Rotary does more than help during crises like COVID-19; it also works to help bring young people into leadership positions through service, providing experience for a better future in any career. The Rotary Club of Boothbay Harbor created a new membership level for those under the age of 35 to make membership accessible. Generous club members have also chosen to underwrite the cost of membership for the first five members in this category, making the door to Rotary free for the first year.

Through Rotary, I have discovered what is possible when a group of like-minded individuals get together to make a difference. It matters not at all that we come in many shapes and sizes, backgrounds, or age-ranges; after a short few years in our local Rotary Club of Boothbay Harbor, it's apparent to me that that what we have in common is more important than any differences: we believe in Service Above Self.

More than just a Rotary motto, "Service Above Self" is what compels our club. While we're known for our annual Benefit Auction (gone virtual, due to the pandemic), our club works year-round to help our local community and communities around the world. We have given out bikes to seasonal and international workers, organized the Soup Bowl Supper and Derby Party fundraisers, run mock job interviews for high school seniors to practice for future careers, and created care packages for veterans, among many other things.

In Rotary, I have also learned how, in the presence of people with years of being powerful change-makers, I could become capable, confident, and powerful myself. I have project management skills that you can only get through organizing and managing a 200+ person event with three different organizational crews and over 40 donors and vendors – an opportunity I would not have gotten if not for Rotary. I have learned to become a better, more confident public speaker, to use my voice to affect change both in Rotary and in my career. I got to use that voice to garner support

By Tory Paxson, Vice President, Boothbay Harbor Rotary Club, District 7780

among my Rotary peers for our new club membership level for other young professionals like me, the first of its kind in our Rotary District.

This membership level, which we call the Rule of 35, makes club membership an affordable option by cutting dues by more than 50 percent for those under the age of 35. It's a commitment by our club to keep growing and learning, and to keep inviting young people to see what skills they can develop and add to their own resumes. It's an invitation to make a difference.

At age 25, joining Rotary changed the trajectory of my life; now at 30, I am sitting Vice President of our club, and have discovered the many ways that I can make a difference. More than that, I have discovered a family of people with rich histories, big love, and great commitment to their community. Many of them are leaders on our small peninsula and in fascinating careers. I learn from and laugh with them at our meetings, taking a break from my busy life to connect with people that I would have never had the chance to get to know otherwise. It's the reset button I need for any long, tiring, or bad day. Some of my best friends are twice my age, and my life is twice as rich for having them in it.



Rotarian Tory Paxton enjoys a community event with her mom and son.

Bob Crink photo.

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PRIORITY ONE	DEVELOP RESOURCES FOR THRIVING ROTARACT CLUBS AND DISTRICTS
PRIORITY TWO	BUILD AND MAINTAIN CONNECTIONS
PRIORITY THREE	INCREASE ROTARACT VISIBILITY AND AWARENESS
PRIORITY FOUR	GROW ROTARACT ACROSS OUR REGION
PRIORITY FIVE	ENGAGE WITH MEMBERSHIP ON ROTARY INTERNATIONAL POLICY

The Best Strategy Is to Have a Strategy

By General Secretary Reid William Eyre, Rotaract Canada MDIO

Rotaract Canada, like Rotary, started out as a vision. A vision of the young, diverse leaders of Rotaract coming together solve problems collaboratively. Vision is critical to success, but equally so is acting with purpose, with intent. To this end, Rotaract Canada MDIO developed and published last month our [2020-21 Strategic Plan](#).

While I had the privilege and pleasure of developing my initial vision into preliminary plans alongside Deputy General Secretary Gustavo Lopes and Under General Secretary Kaitlynn Almeida in autumn of 2019, we knew that in order to ensure that Rotaract Canada's priorities reflected the priorities and needs of those we serve, we needed to sit down with our member districts and create a plan that outlined that.

All too often, strategic plans are developed reactively; in response to an already obvious problem or set of problems in an attempt to uncover the causes, flush them out, and resolve them. Rotaract Canada, as many Multidistrict Information Organizations (MDIOs), is a response in and of itself. MDIO's were and continue to be born from the challenges in management of Rotaract. With that in mind, we surveyed our member districts from the moment they joined; their membership application responses formed the first draft of what is now our strategic plan.

From there, extensive district Rotaract representative input was taken into account. I must say, connecting with Rotaract leaders from coast to coast to develop this plan was a process that turned out to be even more fulfilling than I anticipated. Those connections alone are already a milestone for our region, and the valuable insights we each took away from them will surely serve us all for years to come. To ensure that this practice is maintained long after I have come and gone, we put the annual creation of a plan into our bylaws, ensuring that the priorities of Rotaract Canada will always represent the priorities of our members.



It is my hope that in developing and publishing this plan, we can inspire Rotaract clubs and districts to follow suit, perhaps even using similar methodologies to our own. When they do, Rotaract Canada will be there to support them in it every step of the way. This strategic plan will make our organization stronger, creating a solid foundation while supporting our vibrant clubs and districts to grow and expand their own impact.

I thank everyone who collaborated in the creation of this plan and I am confident in the expertise and potential of those in Rotaract Canada's leadership executing this plan, as well as of every one of our member districts to support them in doing so. Together, we will deliver.

Read more about our five strategic priorities and download the full document at rotaractcanada.org/strategicplan

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Improving Eyesight, Changing Lives

By Paul Martel, Rotarian, RC of Simsbury-Granby, CT, District 7890



In 2006 after 10 years of humanitarian medical work in Central and South America, Paul Martel of the Rotary Club of Simsbury-Granby, CT (District 7890), founded a small health clinic high in the Andes in Riobamba, Ecuador. This small clinic is now a four-story ambulatory surgical center and general health center offering care in 15 medical specialties. In the last three years, the Club and the Rotary Foundation have become important partners with Paul's foundation, FIBUSPAM, in the area of ophthalmology. Eye care is a major health care problem in Ecuador for two reasons: a severe lack of qualified physicians and widespread serious eye disease due to the altitude and radiation from the sun. Cataracts and a condition called Pterygium are common as is the blindness that follows. Many adults are homebound, cannot work and have not seen their families for years. Even children are affected with congenital cataracts. Clinica Fibuspam has developed an eye clinic that rivals any in the country. They have delivered eye care and eyeglasses to thousands of the most needy and have restored sight to over 1,000 patients throughout the country. The Rotary Foundation is an important partner in this success.

In 2018, working with the Rotary Club of Riobamba, the Simsbury-Granby club applied for and received a Global Grant of \$30,000. These funds supported the purchase of a TopCon Aladin Biometer with Corneal Topography that maps the eye's surface providing a precise prescription for the intraocular lens inserted after cataract removal. In addition, the funds purchased a hand-held slit-lamp that the clinic uses to provide care to the poor in remote communities. Lastly, the grant provided a new EKG machine used in many specialties including eye care. This equipment has been heavily used and has helped change many lives. Moreover, the grant fulfills an important Rotary goal in making the Clinic's work sustainable. The cataract workstation provides a wide range of typically unavailable diagnoses that a portion of the population is willing and able to pay for. Thus, the equipment generates sustaining revenue that helps fund the care for the poor that is at the core of FIBUSPAM.



This Rotary partnership grew in 2019 as the Simsbury-Granby and Riobamba clubs received another Global Grant for an even more ambitious project, the creation of an optical department and lens manufacturing lab. Although its implementation has been delayed and complicated by COVID-19, the sophisticated equipment and supplies will be shipped to Ecuador by the beginning of September. Eyeglasses for sight and reading are a luxury in Ecuador and many adults cannot work or support their families without vision correction. Likewise, children and youth cannot study and succeed in school. These things contribute to widespread poverty. An optical department and lens lab will provide sight to many thousands of Ecuadorians and provide a self-sustaining platform for Fibuspam's care for the poor.

Paul is grateful for the generosity and commitment of Rotary International, the Rotary Foundation and for the support of the Simsbury-Granby and Riobamba Clubs. Their work is restoring sight and changing lives every day in Ecuador.

Deciding to Support The Rotary Foundation

By John Stairs, EMGA, Zone 28

Over the last two and a half years, I have served as the Endowment Major Gifts Advisor, (EMGA), for Zone 24 East, and now for Zone 28. When Past RI President Ron Burton asked me to take on the job in 2017, I had just finished serving 11 years as the only Canadian on the Rotary Foundation's Investment Committee, and Ron (and I), both felt that this experience would be useful in speaking with potential major donors to our endowment fund – especially with its then new goal of raising 2.025 billion US dollars by the year 2025.

Coincidentally, I became President of the Rotary Foundation, Canada, having first served in a variety of roles on that Board for seven years. TRFC is one of about 10 Associate Rotary Foundations worldwide.

In July 2019, I retired from the investment business after a 50-year career. In the period from about 2014 to 2019, I managed the TRFC investment account in Canada. This role was really one of executing sell transactions for Rotary donors who gave us securities rather than cash (for the additional Canadian tax benefit).

As an EMGA, I had the unique position to observe who the major donors might be right across Canada. Since I no longer hold the required license, I do not have access to this information anymore.

The EMGA role is rather unique within Rotary. Our job is to discover, cultivate and steward donors to our Foundation, who are prepared to contribute at least \$10,000 US (Major Donor Level 1), and preferably more – all the way up to the \$250,000 US (minimum) level, to achieve the Arch Klumph Society Canada (AKSC) level.

You can't convince someone to give your charity a quarter of a million dollars by mass marketing, or indirectly through another medium. This is a face to face business, with ZOOM, and social media meetings being far less effective than physical ones.

Obviously, the COVID 19 pandemic has slowed, indeed stopped, the face to face personal contact process. As an EMGA, you have to understand and feel

the donor's passion for whichever of the seven areas of focus that most interest them. The process of meeting and getting to know the donor takes time. The donor has to trust you – to share the same beliefs and passions that you do for the humanitarian works that are the hallmark of our organization. Without this trust – this shared belief at a personal level – the donation may not happen.

Once the donation does take place, it's very important for the EMGA to stay in touch. Saying "thank you", repeatedly, is a big part of the job.

COVID 19 has changed all of our lives dramatically. To cover a Zone (28), the size of Canada, is a daunting task, especially with travel restrictions and social distancing. Quite simply, we are "thin on the ground" – not only in Canada, but in other Rotary zones worldwide.

EMGAs need your support. We need you to be our eyes and ears. Our job is to make the "ask", if you, as the main contact with the donor, can't or won't. We work through you to complete the donor's intention to make a significant gift to the Foundation.

I became a Major Donor Level 2 about a year ago. I am also a multi Paul Harris Fellow and a PH Society member in my District. I'm also a Bequest Society donor. In short, I never ask someone to donate until I contribute first. You can't empathize with a Major Donor unless you become one.

In these days of the pandemic, I need your help. Eventually, the pandemic will end, and Rotary will continue to do its good work in the world. With your help, Rotary, now and in the future, will continue to open doors of opportunity.



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Public Image in the Age of COVID-19

By Laura Spear, ARPIC for Zone 32

How can your club promote your activities and service projects if almost all activities are virtual today? Your club's website and social media channels are now more important than ever.

Many clubs are meeting virtually, using tools like Zoom, WebEx, and GoToMeeting. Capture a screen image of your members and post it on your digital channels to show that your club remains active. Post club bulletins and newsletters to update your members and community on your club's activities, even if you aren't meeting in person. Consistent communication with both members and the public is essential for keeping your club visible in your community.

Perhaps most important, keep promoting your service projects! Many clubs are providing behind-the-scenes support, such as making masks for front-line responders, writing cards and letters for nursing homes, funding gift cards for local grocery stores and restaurants, donating "thinking of you" presents and treats for house-bound local residents, and providing school supplies and materials for students who have to attend school remotely. Some clubs have even become a centralized community resource, documenting where residents can go if they have questions or issues related to social services during this challenging time.

Other clubs have members who may be at lower risk and can provide in-person support. They have been packaging donations for food pantries, shopping for elders, and running errands for those who cannot leave their homes.

Beyond local support, many clubs have sponsored or supported international projects, including virtual meetings for best practices on being safe during the pandemic and training others around the world on resources for remote learning.

All these service opportunities are newsworthy and can contribute to your club's public image. Make sure your club website is up to date, using the Rotary branding as described in the *Voice and Visual Identity Guidelines* (available from [rotary.org/brandcenter](https://www.rotary.org/brandcenter)—log in with your My Rotary credentials). If your club doesn't have one already, select one primary social media platform—such as Facebook, Twitter, Instagram, or LinkedIn—and update it regularly, at least once a week.

Through virtual technology, you can let the public know about all the good work that your club is doing during this challenging time. And, pictures are worth a thousand words, especially on digital channels. Try to get photos of your members showing the work they are doing, either in their homes without masks or out in the community with masks. You can even live stream your service activities using tools like Facebook Live, YouTube Live, or Periscope. Record your live-streamed events and post them on your club's social media channels and website. Videos can go viral, increasing our public image impact.

Also, consider how you can help others in your community learn how to use technology to connect with their loved ones and for support services. Promote these opportunities on your club's website and social media and share them with your community's digital channels. Most local towns and cities have a Facebook page or Twitter account. Join and post, and share posts from others in your club to promote the club's activities.

Need a starting point? BrandCenter has a quick start guide for Rotary websites. Set up a social media channel for your club and share postings from Rotary International. Additionally, you can share your ideas and learn more on the Rotarians Respond to COVID-19 Facebook group: <https://www.facebook.com/groups/2601683210109535>.

Endowment / Major Gift

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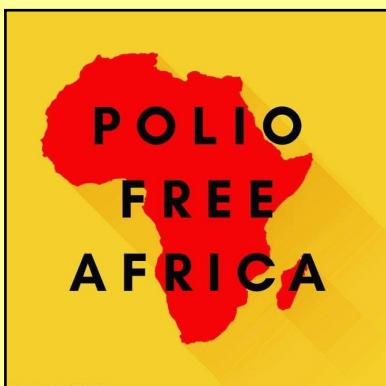
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Polio News in August



Save the Date for Polio Ambassadors

On October 6th, 7:00 – 8:00 pm EST, you are invited to join a panel of Rotary's Polio Ambassadors who will discuss the current state of Rotary's Polio Initiatives as we ramp towards World Polio Day on October 24th. This event is scheduled as both a Zoom meeting and YouTube live event. Please distribute this across your Districts and encourage all interested Rotarians to register at polio.rotary6400.org/2020 and participate. During the Panel Discussion attendees will be encouraged to log into Rotary.org and make a donation to Polio. These funds will be credited to the Rotarians and their Districts.

This event was suggested by PDG Ed Foster, the District Polio Chair in District 6360 and coordinated through PDG Neil McBeth, Zone 28C EPNZC and is being co-hosted by District 6400.

Please save the date.

POLIO ERADICATION IN 2020

A PANEL DISCUSSION | OCTOBER 6, 2020
VIA ZOOM AND YOUTUBE LIVE | 7:00PM US NEW YORK TIME



JOHN GERM

Trustee Chair Elect, The Rotary Foundation
2020-21
Chair, END POLIO NOW: Countdown
to History Campaign
President, Rotary International
2016-17



MIKE MCGOVERN

Chair, PolioPlus Committee
Trustee, The Rotary Foundation
2012-2016
Vice President, Rotary International
2007-2008



ARUNA KOUSHIK

District 6400 Governor
2021-22
International Service Award
for a Polio-Free World
Internationally recognized polio advocate.



Pre-registration Required
polio.rotary6400.org/2020