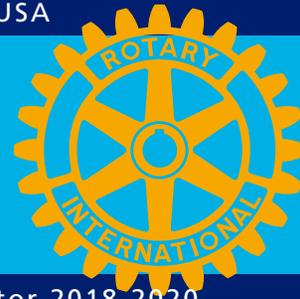




# Rotary

## ZONES 21 - 27



Larry Dimmitt, RI Director 2018-2020

October 2018  
Number 2

### What's inside

- 1 Stop Hunger
- 2 Message from Your RI Director
- 3 Travel and Hosting Fellowship
- 4 World Polio Day
- 4 Polio Updates
- 5 Multi-District Public Image Campaign
- 6 Public Image Update
- 7 In Praise of Change
- 8 D 5420 Service Impact Report
- 9 TEAM Training
- 10 Philippines Swine Project

## Heart of America D5670 Rotary Club, Makes a Difference in the Philippines

by Keith Hooper, Heart of America E-Club

In June, 2018, 10 members of the HOA Rotary E-Club traveled to Talakag, Bukidnon, Philippines, rolled up their sleeves and spent 7 days working in ongoing projects for the HELP Foundation whose mission is to lessen poverty in underprivileged children and their families in the Philippines. They didn't complain about the hours worked or their living conditions- they just worked!!

HELP Foundation, which was started 15 years ago by a Rotarian couple, Keith and Paterna Hooper is multifaceted. In 2004, the first project was to sponsor the schooling of 35 children in the Payatas Dump Site, in Metro- Manila. As the years passed, more and more projects were undertaken by the Foundation. Currently, with the help of Rotary and Rotarians worldwide, the Foundation sponsors 300 elementary and



Dehydrated meals are used for the "Stop Hunger Now" program to save thousands of dollars. In addition, they can be shipped with 48 hours notice, while other shipments may take 60-90 days.



The efforts and financial support of the Heart of American Rotary E-Club are of great benefit to the HELP Foundation.



These are the faces that benefit from the HELP Foundation and the Rotarians who have become involved.

secondary students; has an excellent micro-finance project with 28 loaning centers; a livelihood project where women use their skills to make native baskets, jewelry, greeting cards, etc. These items are sold in the Philippines, Australia, Canada, and the USA; a nutrition education and feeding program for malnourished children and their mothers; an agricultural program which includes swine, goats, rabbits, and corn. The Foundation has over 600 donors (many Rotarians) and has received several District and Global Grants.

Every one of the Rotarians and their children "rose to the occasion"!! Their lives will never be the same because they experienced what the majority of folks on this earth contend with every day – no electricity, no inside bathroom facilities, no potable water, limited medical facilities and a day-to-day existence.



BE THE INSPIRATION

# A Message from your RI Director

by RI Director  
Larry Dimmitt  
larrydimmitt@gmail.com



Dan Himelspach and RC Kelly Atkinson. We had some outstanding speakers and entertainment and a lot of important training. Then, in August Zone 21B held its annual Regional Multi-District Training Seminar in Austin, led by chair PDG Bob Dill. Again some excellent speakers and training. Speakers included RI Past VP Jennifer Jones

who delighted the group with her stories about her Rotary experiences.

Following that, many of us headed to Boise, ID for Zone 21B/27's Institute, September 4-9. This event was led

by General Chair Vickie Randel with coordinators and committee members numbering over 100. We had such outstanding speakers as RI President-Elect Mark Maloney, Past President and Trustee Representative John Germ and Past President Ray Klingensmith. The program featured some fine entertainment, including dancers from the Basque Community in Boise performing at a street party near the conference hotel. This was the last Zone Institute for paired Zones 21B and 27 and I think one of the best we've had.

As we move into fall, there are many Rotary activities coming up, and Lois and I look forward to being with many of you as these events unfold



District 5440 Governor Chuck Rutenberg (left) welcomes Rotary International Director Larry Dimmitt (right) to the Fort Collins Rotary Club's centennial dinner held on August 1, 2018. Dimmitt was guest of honor and presented the keynote address. Over 225 Rotarians and guests attended the event, held in the sky box area of the Colorado State University football arena.

At the Zone Institute in Boise, a new award was presented to the Littlefield Rotary Club in District 5730. That club was honored as the first club in Zones 21B and 27 to become a "star membership" club. The club received a handsome crystal award and will receive a colorful "star" to attach to its club banner. A similar star will be presented to each club in our zones that achieved a net increase in membership last year and will receive one for such growth in 2018-19. Congratulations to the Littlefield Club!



## Zones 21 -27 Rocky Mountains and the Plains

# International Travel and Hosting Fellowship Offers the Experience of a Lifetime

by Martin Limbird, District 5440

*The article below describes how membership in one of the seventy-one official Rotary Fellowships brings Rotarians of like minds closer together. Rotary Fellowships consist of members who share a common interest in recreational activities, sports, hobbies, or professions. These groups help expand skills, foster vocational development, and enhance the Rotary experience by exploring interests while developing connections around the world. For more information, see <https://my.rotary.org/en/document/rotary-fellowships-flier> and <https://my.rotary.org/en/document/rotary-fellowships-annual-report>.*



*Pictured (l-r) are ITHF members Martin and Mary Catherine Limbird, Mary Ruston and Martin Ward, visiting the Goderich ONT Rotary Club's recent project on Lake Huron's shore.*

**W**hen longtime International Travel and Hosting Fellowship (ITHF) members Martin and Mary Catherine Limbird (Colorado USA) were making their 2018 RI convention travel plans, they knew they wanted to see a part of Canada they had not visited before. The Limbirds had previously hosted ITHF members from the U.S. and Australia and been hosted twice in the U.S. as well as in Germany and as members of a post-convention ITHF tour in Thailand

“What good fortune we had to find a potential ITHF host living on Lake Huron, in Grand Bend Ontario,

current district 6330 governor Martin Ward and his wife Mary Ruston”, said Limbird. “What were the chances they were known as M and M, as we too sometimes are?”

“Our hosts had just moved into a new home and had had a luncheon for a Friendship Exchange group from Croatia the day before, but they still happily agreed to welcome us as house guests...and on Father's Day weekend!”

In addition to providing wonderful home hospitality and DG Martin's

signature brewed coffee, the hosts took their guests to nearby Goderich, Ontario to see the Rotary Cove pathway and exercise equipment recently installed by the Rotary club in that community. While in Grand Bend, the Limbirds also saw that local club's Rotary outdoor stage, new 10 km nature trail and historical signage.

“It was such fun to be with Rotarians who had so many common interests and experiences”, said Mary Catherine. “We look forward to hosting our new ITHF friends when they visit the US Southwest in fall, 2019.”

# World Polio Day Celebration

by Terry Ziegler, Assistant Regional Rotary Foundation Coordinator, Zone 21b

**D**istrict 5890 is proud to have been recognized as one of the **Top 20 PolioPlus Per-Capita giving Districts in the World** in the 2017-18 Rotary Year. These Texas Rotarians are working hard to **END POLIO NOW!** They will be Celebrating World Polio Day with three Public Awareness/Fundraising events involving six District 5890 Rotary Clubs.

The Angleton, Brazosport, and Texas Gulf Coast After 5 Clubs will be hosting a PINTS & PINO FOR POLIO event at the Wurst Haus on Friday, October 19, 2018., The Northshore and Houston Skyline Clubs will be holding a World Polio Day Ragball Tournament on Saturday, October 20, and the West U Club will be hosting a World Polio Day Live-Stream Celebration on Wednesday,

October 24, 2018.

In addition, an anonymous donor is matching all District 5890 PolioPlus Donations of \$100 or more with Rotary Foundation Recognition Points from September 18, 2019 through the end of October 2019.

## POLIO UPDATES

Preparations for World Polio Day are in full swing: partners and stakeholders across the world are preparing for World Polio Day on 24 October, to raise awareness and resources for the global eradication effort. Join Rotarians around the world in making this year's World Polio Day a huge success.

Summary of newly-reported viruses this week: Afghanistan – one case of wild poliovirus type 1 (WPV1) and five WPV1-positive environmental samples; Pakistan – seven WPV1-positive environmental samples; Nigeria – three cases of circulating vaccine-derived poliovirus type 2 (cVDPV2); and Horn of Africa (Somalia) – one cVDPV type 3-positive environmental sample. See country sections below for more details.

### Afghanistan:

- One case of wild poliovirus type 1 (WPV1) was reported in the past week, with onset of paralysis on 27 August, from Kandahar. The total number of WPV1 cases in 2018 is 15.
- Five new WPV1-positive environmental samples were reported in the past week, from Kandahar province, collected in late August and early September.

### Pakistan:

- No cases of wild poliovirus type 1 (WPV1) were reported in the past week. The total number of WPV1 cases in 2018 is four.
- Five new WPV1-positive environmental samples were reported in the past week, from Kandahar province, collected in late August and early September.

### Nigeria:

- Three cases of circulating vaccine-derived poliovirus type 2 (cVDPV2) cases were reported this week, bringing the total number of cVDPV2 cases in 2018 to 14.
- These latest reported cases had onset of paralysis in late August and early September, from Katsina and Yobe states, linked to the cVDPV2 outbreak centred around Jigawa.
- No cases of wild poliovirus type 1 (WPV1) were reported. The most recently-detected WPV1 case, from Borno state, had onset of paralysis on 21 August 2016.

Countries	Year-to-date 2018		Year-to-date 2017		Total in 2017		Onset of paralysis of most recent case	
	WPV	cVDPV	WPV	cVDPV	WPV	cVDPV	WPV	cVDPV
Afghanistan	15	0	6	0	14	0	27-Aug-2018	NA
Democratic Republic Of The Congo	0	15	0	9	0	22	NA	5-Aug-2018
Niger	0	2	0	0	0	0	NA	8-Aug-2018
Nigeria	0	14	0	0	0	0	NA	4-Sep-2018
Pakistan	4	0	5	0	8	0	1-Aug-2018	NA
Papua New Guinea	0	14	0	0	0	0	NA	12-Aug-2018
Somalia	0	11	0	0	0	0	NA	30-Jul-2018
Syrian Arab Republic	0	0	0	47	0	74	NA	21-Sep-2017

# Kansas-Missouri Multi-District Public Image Campaign

by Pat O'Donnell, PPIC District 5710

**R**otary leaders attending the recent Zone 21B-27 Institute were briefed on a collaborative two-month public image campaign. Districts in Kansas and Northwest Missouri (5710, 6040, 5960, and 5670) collaborated to raise nearly, \$28,000 to purchase billboards and radio announcements to cover the entire state of Kansas and Northwest Missouri.

This started out as an idea to use 5 public radio stations to spread the new People of Action branding message over a large geographic area. As plans developed, it gained interest and grew to include, billboards, social media, and television.

In addition to the four Districts, 17 Rotary Clubs and Rotary International responded with financial support to pay for the campaign. The primary purpose was to raise public awareness of the 161 Clubs in the four districts. All media use in the campaign directed people to **FindRotary.org**, a special URL linked directly to the main Rotary website. Where staff was able to track hits from the various media connections.

The campaign included drive time announcements of five NPR radio stations which ran for four weeks. A 10-second video provided by the Rotary brand center was used for social media and pre-roll video on three newspaper websites. Low power TV stations played a variation of the

popular People of Action 30-second video a thousand times. And seven People of Action billboards appeared across all 4 districts, giving 4,612,437 impressions. As one Rotarian put it, "It was extremely valuable in making the public more aware of Rotary. It's up to us to capitalize on that."



Additionally, Rotarians posted the videos on their personal social media accounts.

The same 30-second video also ran on Public television and on the jumbotron at the Kansas City T-Bones baseball stadium. Adam Ehlert is a Rotarian and President of the T-Bones Baseball Club. He had this to say about the campaign, "Rotary is built, literally, of people of action. And I sincerely thank Pat O'Donnell for taking action last year. I think his leadership and legwork on our multi-district and multi-zone Public Image/Membership campaign set a great standard for efforts that will prove even more effective with each

continued year. It was really fun to help get this implemented with a lot of supportive people last year."

Now, two months after the campaign, we know it had a positive impact on Rotarians who heard or saw the ads. Many commenting that they felt a sense of pride knowing Rotary was receiving public attention.

While 18 new membership leads were generated, organizers feel it did as much for awareness and retention as anything. District 5710 Governor Blanche Parks commented, "On behalf of District #5710, I totally support the People of Action media campaign as we continue to increase awareness of Rotary and our great projects and programs."

Another key lesson learned was to develop a more concentrated communications effort among Rotary clubs and leaders prior to the start of the campaign. Some of the 161 Clubs in the four districts report they had not heard of the effort prior to starting.

We also know that some clubs within District 5710 are developing similar local public image campaigns. The district is currently exploring how to take the public image effort to the next level.

# Public Image Updates

by Linda Peterson, Rotary Public Image Coordinator, Zone 27

## Public Image Training

Public Image chairs and presenters packed a room on training day in Boise, September 6. Great ideas bubbled up all day on promoting the Rotary brand, writing and creating videos, maximizing social media, and working a media plan for your club or district. Regional Public Image Coordinators (RPICs) Linda Peterson and Eric Liu coordinated the all-day session, which included Rotary staff Tom Thorffinson, Chief Strategy Officer for RI. We listened carefully to Tom tell us about the Rotary future in our currently developing strategic plan.

Tom Thorffinnson is the face of Rotary's strategic plan. His message was titled "Back to the Future." We have a very complex internal structure in our organization. We have key trends externally influencing our future. Technology is our competition, especially with new organizations like Global Citizen that grew to 8 million members in just 3 years.

We have a new vision statement: "Together, we see a world where people unite and take action to create lasting change—across the globe, in our communities, and in ourselves."

Tom has his team working on the next steps. They plan to develop a roadmap over the next five years of four priorities (not necessarily in this order) with follow-on objectives:

1. Increase our impact
2. Expand our reach
3. Enhance participant engagement
4. Increase our ability to adapt.

Tom firmly believes our organization needs to remain with a strong membership structure. Stay tuned for new releases of our strategic plan over the next 5 years.

Nancy Davidson, Rotary marketing manager, gave us some great hints

on future materials coming out at the brand center. We are very excited about implementing media in our districts.

We wrapped up discussing current district media plans and offered the new Citation for Public Image. Work your plan and apply for the Citation!



Tom Thorffinnson speaking to the Public Image group



Nancy Davidson giving the team insight into future media materials



Public Image team at Zone Institute

## Public Image in Boise!

Zone Institute attendees who strolled the streets downtown Boise noticed the Rotary banners displayed on 25 light poles before and during the Zone Institute. These 2x4 ft. banners have the "End Polio Now" and "Be the Inspiration" theme logos on each side.

These vinyl banners would be great if you had at least two or three. They could be put side by side with poles on the top and bottom and hung behind individuals who are speaking. It would make a quick, inexpensive backdrop. Or they could be put one on top of the other to create a 2x8 ft. vertical display, that could be on one or both sides of a speaker area.

To display them, you could simply insert small diameter .5" to 1" pvc pipes in the top and bottom if you wanted lightweight support. A 6 ft. pipe would hold 3 of the banners side by side, and you could hang it from the ends and a center support. If we feel really creative we could even stick with the pvc idea and create a complete frame. That's something that could be done quickly. (Idea courtesy D5610 PI Chair Chuck Lubbers)

If you want to display banners in your city during a Rotary event, contact your city street department or tourism bureau for display instructions. Then send Linda Peterson an email with your event dates. Nine events in our Zone are signed up already! The only cost is the shipping to you (aprox. \$45) and any city display fees. Contact [linda4rotary@me.com](mailto:linda4rotary@me.com)

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of getting Rotary clubs to replace the old Rotary pin with the new master brand pins got her brain spinning. She designed a large banner with the plotted image of the Rotary wheel on blue felt. We are pinning hundreds of traditional Rotary pins, and many Paul Harris Society pins and Rotary theme pins to the felt to create a glittery metallic image of the wheel.

This 3.25x5 ft. banner is still under construction. So if you missed the opportunity to bring your bag of pins to Boise, you can still add your contribution to the banner—we need more pins to finish it! Send to Linda Peterson, 1585 Nemo Rd, Rapid City, SD 57702.



*Rotary Pins Banner in development*



*Banners displayed on the streets of Boise*

### Old Rotary Pins put to new use

Lynn Perez Hewitt is a creative gal... she writes, speaks and thinks a million ideas a minute! The challenge

## In Praise of Change

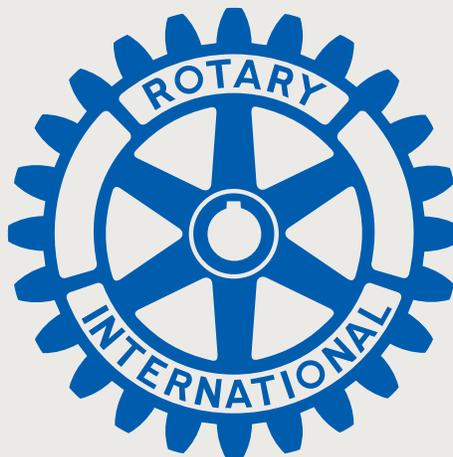
*by Sherri Muniz, Rotary Coordinator, Zone 21b*

**C**ouncil on Legislation 2016 – the winds of change for Rotary and our clubs! During this past Rotary year, we have begun to see the ways in which the decisions of that Council have strengthened and benefitted our Rotary clubs!

This Rotary year our district membership chairs focused on Jumpstarting Rotary membership through a carefully designed and executed strategic membership plan – with written goals and a plan to accomplish those goals. Included in the tools rolled out for our districts was a new “Club Guide to Jumpstart Membership” – and the clubs that utilized this tool saw benefits in both retention as well as recruitment efforts. Adding flexible meeting schedules, attendance requirements, as well as utilizing satellites and a variety of membership type has allowed clubs with an eye to change huge opportunities to make a difference to both existing and new members!

May 2018 membership numbers show our clubs well ahead of last year’s growth rate – a trend we hope will continue through the end of this Rotary year – demonstrating the value of a program such as “JUMPSTART”! And clubs that continue to reap the benefits of the “winds of change” in flexible membership and meeting arrangements show the impact on their club’s strength and vibrancy!

As the new Rotary year begins, we look forward to hearing how your club has implemented and benefitted from the “winds of change” to grow and retain your membership. We are here to support you in your efforts to REV UP MEMBERSHIP and look forward to sharing your results with other clubs in our region!



# District 5420 Service Impact Report

by Beverly Christy, Past District Governor, D5420

**A**t Governor Elect Training in San Diego for 2017-2018, RI President Ian Riseley showcased the Salt Lake City Club's Publication titled "Impacting 10,000 Lives every Year". He asked every Club worldwide to report 2 numbers into Club Central: Volunteer hours and Project Contributions from each Club. This was a requirement to achieve the 2017-2018 Rotary Citation.

Prior to his remarks, District Governor Beverly Christy had seen this impressive report and decided to initiate this kind of Public Image publication for District 5420. The District began a campaign to collect a feature project and list of projects

completed during 2017-2018 for every club in our District.

Twenty-two clubs submitted their service projects using a simple online form. Seventy-four projects were submitted. They are currently in the process of printing and providing one copy of this publication for each Rotarian in District 5420. The hope is that Rotarians will use this to promote all the good we do as Rotarians Making a Difference.

Each club in the District was asked to submit one feature project with a photo (if possible) and a list of all other projects completed their club.



10

DISTRICT 5420 IMPACT REPORT

ZION CANYON CLUB

## ZION CANYON, CLUB #1300



### SPRINGDALE HYDRATION STATION

FEATURED PROJECT

**PROJECT LEADER** - RICK WIXOM

**DATE** - 2017

**PEOPLE IMPACTED** - VISITORS TO ZION AND THE COMMUNITY OF SPRINGDALE

**30**

NUMBER OF VOLUNTEERS ON THE PROJECT

**150**

NUMBER OF SERVICE HOURS

**1,000**

LIVES IMPACTED

**CLUB DOLLARS DONATED** - \$6,000

**OTHER FUNDS DONATED** - \$12,000



#### OTHER ZION CANYON PROJECTS

##### GIVING TREE

PROJECT LEADER: April Gates

PEOPLE IMPACTED: Families needing extra help during the Christmas Holiday

##### ART AUCTION FOR EDUCATION

PROJECT LEADER: Andrea Wenzel

PEOPLE IMPACTED: Elementary school students at Springdale Elementary

#### CLUB TOTALS

**1,165**

TOTAL LIVES IMPACTED

**110**

TOTAL VOLUNTEERS ON PROJECT

**400**

TOTAL SERVICE HOURS

**\$15,000**

TOTAL CLUB DOLLARS DONATED

**\$2,500**

OTHER FUNDS DONATED

# TEAM Training Made More Effective

by Blanche Parks, Governor, D5710



*Leadership from District 5710 celebrates successful TEAM Training August 18, 2018. Pictured are DG Blanche Parks (center) along with DGE Jason Lieb and Wes McCoy, in Lawrence, Kansas.*

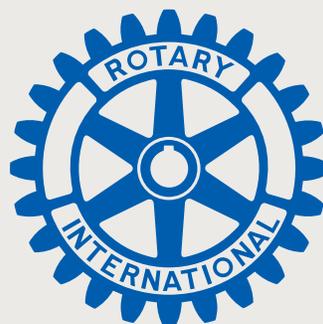
**O**n Saturday, August 18th over 100 Rotarians from District 5710 came together to take part in what is now known as TEAM Training. The acronym TEAM is just the beginning (Transform your club, Engage your members, Advance your mission, Make a difference). The purpose of the ½-day training is to offer Rotarians a new way of looking at age-old issues within Rotary AND highlight some of the impact work being done right now.

What's unique about the event is that two years ago it was completely overhauled, moving from a university setting with 1+ hour long breakout sessions to a community art gallery & brewery with 20-minute fast-paced presentations. The changes didn't stop

there. Varied seating options are offered, from tables of eight to lounge chairs in the front row. Attendees are encouraged to make those serendipitous connections that often lead to new projects and initiatives by stepping into the adjacent room for conversation whenever they see fit. And because the sessions are short and time is a premium, presenters have to maximize their time and get "to-the-point" in quick fashion. Topics covered include membership, specific Rotary programs, public relations and fundraising and feature both Rotarian and non-Rotarian speakers. And most importantly according to Jason Camis, District Membership Chair and the coordinator of the event, rubber chicken is not on the menu for brunch (this year's food was provided by neighboring

Lawrence Beer Co), but a complimentary mimosa is.

The changes have been met with overwhelming support, from both attendees up to current District Governor Blanche Parks who comments, "I am proud of District #5710's Membership, Foundation and Leadership program and thank Jason Camis for serving as Chair of this important event. Attendance was at an all time high and Rotarians felt the content was valuable!". District Leadership has been extremely supportive of the move and plans for 2019 and beyond are to keep adding new components and "mixing" it up so that the content stays fresh and the training continues to have a high impact.



# Clubs combine efforts for District Grants for Swine Project in Philippines

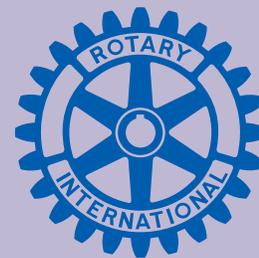
by Keith Hooper, Heart of American Rotary E-Club, D5630

**P**oor rural tenant farmers in Talakag, Bukidnon, Philippines can thank two Rotary clubs in Zone 27 for providing them the opportunity to own swine. Four years ago the Hastings, Nebraska Sunshine Club (RI District 5630) completed a District Grant to purchase four breeding gilts in coordination with The HELP Foundation based in the USA and BigHoop Charities, based in the Philippines.

During the four-year period, the “sunshine” sows produced 320 offspring! The initial cost for the four gilts was \$1,600. The potential gross receipts for the 320 offspring is phenomenal. BigHoop Charities’ philosophy is that the recipients of the offspring (feeder pigs) must have some “skin in the game”!

The feeder pigs were not given away but the farmers would purchase the pigs at a subsidized price through BigHoop’s Micro-lending program. The feeder pigs cost the farmers \$40 each and after 7-8 months they would sell the butcher hog for \$310-\$330 and making a profit of \$200 after expenses (average income of rural folks is \$90/month).

The Heart of America E-Club, RI District 5670, “jumped on the band wagon” and received a \$1,600 grant in 2017-18 for the same purpose of purchasing four gilts. The first sow just dropped 11 healthy piglets (see photo below) and this miraculous cycle continues thanks to two great and caring Rotary clubs!!



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**Zones 21 - 27**  
**Larry Dimmitt**  
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**2018-2020**

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**BE THE INSPIRATION**

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