



# Rotareader

## Governors-Elect Score Touchdown at GETS

BEVIN WALL



Collect all 30 Cards!

Each year Governors-Elect are trained at Rotary Institute as a prequel to International Assembly. This year, training was designed to meet survey results. Creativity and planning made the sessions a hit with the DGEs. In the midst of football season, the topics and exercises were given a football theme. Any football announcer would be proud to announce this lineup:

**The Game Plan: How to put your District Plan together**, included small group discussion of planning

goals and steps, and a process that summarized and explained key steps.

**The Roster: Who are the Players in Your Offensive and Defensive Schemes**, included a small group exercise using prepackaged "Rotary Trading Cards". The DGEs demonstrated how their respective districts are organized, the changes they are considering and why.

**Your Play Book: What are your District's "Go-To" Plays (Best Practices)**, was an exercise where a district's "best practices" were committed to paper, discussed and collected.

**Sports Center Highlights: What is your Legacy?**, was a time-travel exercise to consider what will be remembered about the year. DGEs "backed-into" planning in a realistic way, even though several had never considered planning from this perspective.

**Bowl Game Strategies: Take your District Conference to the Next Level**, was a "brainstorming" exercise. Participants thought how to take their conference to the "next level".

**Injured Reserve: How to get our Injured Players (Clubs) back into the Game**, encouraged DGEs to troubleshoot club membership issues.

If this sounded like fun, it was! While it is unclear how much RI President-Elect Tanaka understood about football, he understood when Rotarians were effectively sharing, learning and having fun! Thanks to Director John Smarge, and Training Leaders Carol King and Charlie Rogers for an effective and fun training session! Score!

## Imagine the Possibilities . . . Together We Can

JIM PROBSDORFER

On behalf of RID John and the members of the executive committee, thank you for making our 2011 Zones Institute in Reston, Virginia, a successful event. It is always a great opportunity to meet and greet your classmates and friends and catch up since the last Zone event. We hope you enjoyed the fellowship and the entertainment. GETS was exciting and very much up-to-date. Our GETS and Institute speakers gave us all a shot of enthusiasm to take home to our districts and clubs.

To everyone who participated in the planning and execution of this event, thank you for your time, commitment and service to Rotary. The evidence of your good work is found in the photos that appear in this newsletter.

Next year we meet at Hilton Head Island, South Carolina. We wish RIDE Anne L Matthews the best in organizing the 2012 Zone Institute.



JOHN SMARGE, RI DIRECTOR ZONES 33 & 34, 2010-2012

### Save the Dates

Zone 34 Partnered Seminars  
June 4-6, 2012  
Evanston, IL

- Rotary Foundation Seminar – June 4-5
- Strengthening Clubs Seminar – June 5-6

Opportunity to tour Rotary World Headquarters

District Leaders can choose to attend one or both seminars

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# The Face of Rotary: Our Members

CARLOS GIRALDO, ROTARY PUBLIC IMAGE COORDINATOR - ZONE 34



## India Celebrates First Year Without Polio!

Rotarians worldwide are cautiously celebrating a major milestone in the global effort to eradicate polio. India, until recently an epicenter of the wild poliovirus, has gone one year without recording a new case of the crippling, sometimes fatal, disease. India's last reported case was a two-year-old girl in West Bengal State on 13 January 2011. The country recorded 42 cases in 2010, and 741 in 2009.

The chief factors in India's success have been the widespread use of the bivalent oral polio vaccine, which is effective against both remaining types of the poliovirus, and rigorous monitoring.

Rotary has been a spearheading partner in the Global Polio Eradication Initiative since 1988, along with WHO, UNICEF, and the U.S. Centers for Disease Control and Prevention. The Bill & Melinda Gates Foundation is also a key supporter of the initiative.

"With the support of their Rotary brothers and sisters around the world, Indian Rotarians have worked diligently month after month, year after year, to help organize and carry out the National Immunization Days that reach millions of children with the oral polio vaccine," says RI President Kalyan Banerjee, of the Rotary Club of Vapi, Gujarat.

I was delighted to be invited to give a presentation on public relations at a district membership development seminar because it made a lot of sense. As trainers, we naturally confine our training within our area of responsibility. The convener of this seminar thought outside of his "box" of responsibility and brought me to extol the need of public relations to improve recruitment and retention.

My message was not about the PR tools (I only mentioned where they can be found). My message was the importance of creating publicity around the members themselves. Why? The Rotarians in our clubs are "the face of Rotary" in our communities. The projects, the fundraising events done by our clubs in our communities are accomplished by Rotarians who are members in our clubs. *They are the story.* They are the persons to whom others in the community relate when they think of Rotary. Praising your fellow members in public has the double advantage of improving recruitment and most definitely improving retention. A great membership development tool!

*"The Rotarians in our clubs are 'the face of Rotary' in our communities. They are the story."*

## District Awards for PolioPlus

BRENT WILLIAMS, RRFC, ZONE 34

Several districts in Zones 33 and 34 received well deserved recognition for generous support of Rotary's goal of eradicating Polio during the Rotary Institute in Reston, VA last month.

The Trustees of The Rotary Foundation asked all districts to consider donating at least 20% of their accumulated DDF during the 2010-2011 Rotary Year to help meet the \$200 Million Challenge. Six districts in Zone 34 and one district in Zone 33 fulfilled that request, and they received framed certificates for this generosity during a special session of the Institute. Those districts are: D6920, D6970, D6980, D7000, D7020, D7030 and D7730.

Additionally, four districts in our two zones were presented awards recognizing phenomenal support of PolioPlus during the multi-year duration of the \$200 Million Challenge. These four districts are in the ***top 50 districts in the world*** for total support of PolioPlus during the campaign:

- Number 43 in the World in giving was **District 7570** with contributions of \$644,671.
- **District 7770** was number 13 with giving of \$922,563.
- Number 9 in PolioPlus support was **District 6970** with contributions totaling \$1,071,000.

Number 6 in giving was **District 6900** with contributions of \$1,073,000.

This is a great reflection on the Rotarian support of PolioPlus in Zones 33 and 34.

## Eradicating Polio is a Capitol Idea!



*Rotarians gathered on the steps of the U.S. Capitol to celebrate World Polio Day with Bill Gates.*



*PRIP Jim Lacy discusses Rotary's global partnership eradication efforts with RI CEO/General Secretary John Hewko, TRF Director and RID-Elect Anne Matthews, and Bill Gates.*

### Three in One: New Contribution and Recognition Form Available from TRF

As part of the Foundation's ongoing efforts to provide more accurate processing and faster acknowledgement to its donors, the Global Contribution Form (123) and Recognition Transfer Form (102) have been revised. The new Contribution Form (123) is now available at [www.rotary.org](http://www.rotary.org) as one double-sided document, which includes a recurring gift option for donors who wish to give monthly or quarterly. The new contribution form prominently features a Quick Response (QR) Code at the top of the page. The QR Code allows users with mobile devices to scan and land directly onto Rotary's online giving page, which can also support one-time or recurring gifts.

Please share this information with your fellow Rotarians, and discontinue use of any prior versions of these forms. The link to the form, printed below, will be updated when TRF makes any future changes to the form. So, share the link, rather than the Form as an attachment.

[http://www.rotary.org/RIDocuments/en\\_pdf/123en\\_write.pdf](http://www.rotary.org/RIDocuments/en_pdf/123en_write.pdf)

EVERY  
ROTARIAN  
EVERY  
YEAR



- Build peace
- Prevent disease
- Provide clean water
- Improve health
- Promote literacy
- Support community development

# New Year's resolutions

Enroll in Rotary's recurring giving program.

Sign up at [www.rotary.org](http://www.rotary.org), and make *doing good* a resolution you can keep.



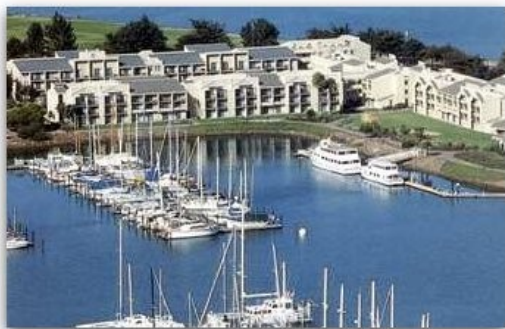
Scan to contribute



[www.rotary.org/contribute](http://www.rotary.org/contribute)

## REDI Conference VI

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### Rotarian Emergency Disaster Initiative

March 16-17, 2012 Berkeley, California

Register today at [www.rediconference.org](http://www.rediconference.org)

Conference fees and meals: \$249

Doubletree (Hilton) at the Marina in Berkeley, California.  
Reserve rooms separately by using group code: RED and get the special \$129 room rate.

Sponsored by REDI & Rotary District 5160

Convened by RI Directors Ken Boyd, Ken Schuppert, John Smarge & RIVP Noel Bajat

**Who Should Attend?** REDI VI Conference is open to all Rotarians. REDI trains Rotarians to be prepared when disaster strikes. The REDI VI Conference Mission is to develop awareness of, and encourage preparedness for, the many hazards that result when disaster strikes. Club and District Disaster Preparedness Chairs, Disaster Preparedness professionals, Rotarians interested in being prepared when the unexpected occurs. Make certain your District and Clubs have a representative at the conference.

**For Questions** contact PDG Karl Diekman: 530-574-4470 [kddiekman@aol.com](mailto:kddiekman@aol.com)

### Highlights of the Conference

- Jon Nylander, Deputy Public Affairs Officer Fleet Activities Yokosuka Japan will present Operation Tomodachi, the US military response to the March 11, 2011 earthquake and tsunami in Japan.
- Kevin O'Leary, CalFire Deputy Fire Chief (ret) will discuss the preparedness aspects of wildfires. Kevin has more than 30-years of experience in Southern California wildfire management.
- Watch a fascinating video produced in cooperation with the Rotary Club of Berkeley titled *Fire Ruin Renewal*, presented by Margaretta K. Mitchell, a survivor of the Oakland/Berkeley Hills Fire.
- UC Berkeley Prof. Mary Comerio an internationally known expert in disaster management will present What have we learned from the disasters since 2008?
- Nathan Wolfstein will tell about Boy Scouts and Rotary worked together at the 'Be More PREPARED' CAMPOREE 2011 & Hands On Volunteer Disaster Preparedness Training.

## The Rotary Foundation Ranked Higher by *Chronicle of Philanthropy*

### ROTARY INTERNATIONAL NEWS

The Rotary Foundation has moved up 14 places in the *Chronicle of Philanthropy's* annual survey of the top 400 fundraising charities in the United States. In the survey, based on fiscal year 2010, the Foundation is 61st on the list of charities that raise funds from private sources, compared with 75th the previous year. The *Chronicle of Philanthropy* cited the efforts of Interactors and Rotaractors in raising money for polio eradication in its survey that ranked The Rotary Foundation 61st among fundraising charities. Funds raised for Rotary's US\$200 Million Challenge contributed to the ranking.

The *Chronicle*, which covers nonprofit news around the world, ranks the fundraising performance of charities based on cash donations, as well as gifts of stock, real estate, art, medicine, food, and other noncash items.

## Parting Shots: 2011 Zone Institute



### ZONES 33 & 34 TEAM

#### JOHN SMARGE

RI Director 2010-2012  
Zones 33 & 34

#### ANNE MATTHEWS

TRF Director  
RI Director-Elect 2012-2014

#### JAMES PIERCE

Newsletter Editor

#### JOSEPH MULKERRIN

Regional Rotary Foundation Coordinator,  
Zone 33

#### BRENT WILLIAMS

Regional Rotary Foundation Coordinator,  
Zone 34

#### BEVIN WALL

Rotary Coordinator, Zone 33

#### MARCY ULLOM

Rotary Coordinator, Zone 34

#### MAGDA BAGGETT

Zone 33 Rotary Public Image Coordinator

#### CARLOS GIRALDO

Zone 34 Rotary Public Image Coordinator

#### JIM PROBSDORFER

Zone Institute Chair

#### CHARLIE ROGERS

Leadership Seminar Chair

#### BILL MCLAURIN

Zone Treasurer

#### DOUG MAYMON

Webmaster

#### LEE PHARES

Bangkok Southland Reception

#### MIKE THACKER

Zone Database

#### GARY WILSON

Zone Communications