Dear Heart of America Rotary Leaders:

Rotary Year 2015-16 is nearly complete. The 2015-16 “Be A Gift to the World “District Governors are preparing to hand over the mantle of district leadership to the “Rotary Serving Humanity” governors for 2016-17. I congratulate the 2015-16 governors for their leadership, inspiration, commitment and hard work – you have made a significant difference for the Rotary clubs in your districts. As I have traveled around our two zones, I have seen and been inspired by the quality and quantity of service projects our clubs are conducting.

In this theme message President Ravi said:

“Every one of us has something to give — whoever we are, whatever our place in life. We can give our talent, our knowledge, our abilities, and our effort; we can give our dedication and our devotion. Through Rotary, we can take these gifts and make a genuine difference in the lives of others and in our world.”

I have seen the results of your gifts throughout our districts in the Heart of America. Everywhere we traveled we met Rotarians with great passion and selfless dedication to the ideals expressed by President Ravi. You have made a significant difference in the lives of those who benefit from your service. And of course in serving, our own lives are enriched, and enduring friendships created.

(continued on the following page)
The measurable results of your efforts are seen in membership increases and Rotary Foundation giving. The membership results as of the end of May and the Foundation results as of the end of May are impressive so I am eager to see the year end results. Please see the brief articles below and the summary reports at the end of *The Heartbeat*.

It has been a privilege to serve as your Rotary International Director this year. During the past Rotary year I have, in addition to attending four RI board meetings and three other meetings in Evanston,

- Visited 19 of our 26 districts to meet with district leaders and attend events. The seven that I did not make it to this year will be priority for early visits after July 1.

- Participated in two of the Heart of America Regional Leadership Seminars.

- Convened a training meeting in Evanston for all 32 of the Zones 30-31 Regional Coordinators and their assistants.

- Attended and spoke at five club Centennial celebrations.

- Attended three District Conferences and two Rotary Foundation dinners.

- Attended and spoke at four multi-district PETS that included 15 of our Rotary districts.

- Traveled to India to represent President Ravi at a District Conference.

- Convened the Heart of America Rotary Institute in Baton Rouge, which was attended by nearly 400 Rotary leaders. Ron and I also attended and participated in two other Rotary Institutes where we served as trainers and speakers.

- Attended the 2016 International Assembly in San Diego.

- Attended the RI Convention in Seoul and served as the facilitator for a panel discussion on “Engaging Rotary Alumni.”

I sincerely thank all the District Governors, Governors-elect and Governors-nominee who welcomed Ron and me so warmly to their districts and events, and showed us how our Heart of America clubs and Rotarians are “A Gift to the World.”

*(continued on the following page)*
More from Director Karen

Membership in the Heart of America

Membership continues to be strong in both zones with a total net increase of 509. Ten districts in Zone 30 grew by a total of 329. Ten districts in Zone 31 grew by a total of 180. This growth is really significant because it reverses a long downward trend. I know of at least three new clubs that were recently chartered in Zone 30.

Congratulations to the Zone 30 membership leaders: District 6760 (DG Bill Jones) membership increase of 83; District 6690 (DG Tara Craaybeek) membership increase of 60 and District 6670 (DG Bill Shula). membership increase of 50.

Congratulations to the Zone 31 Membership leaders: District 6080 (DG Steve Dulle) membership increase of 74; District 6110 (DG Larry Long) membership increase of 66; and District 6200 (DG Mike Hayes) membership increase of 44.

Rotary Foundation Annual Fund Contributions Are Up!

If the numbers hold, Zones 30 and 31 are on track for record breaking donations to the Annual Fund. Zone 30 is up 14.7% and Zone 31 is up 4.6%.

As of the end of May, Annual Fund Giving was up significantly over the same time last year. Annual Fund Giving for both zones combined averaged $91.51 at the end of May, while last year at the same time the average was $83.35 – an increase of 9.8%! This is huge!

Congratulations to District D6540 (DG Roger Sims), D6580 (DG Jim Bright), D6780 (DG Beth Stubbs), and D6860 (DG Pat Cross) who have exceeded the $100 per capita benchmark in Zone 30.

Congratulations to D6060 (DG Brigitte Bollerslev), D6080 (DG Steve Dulle), D6190 (DG Jerry Wall), and D6510 (DG Tom Guebert) who have also exceed $100 per capita in Zone 31.

Last year 13 of our 26 districts surpassed this benchmark and another four were within $10 per capita of achieving it. I have no doubt that at least 20 of our districts will surpass $100 per capita this year and that all 26 will surpass the benchmark level in 2016-17.

Of course these are just numbers – they do not tell the stories of the lives saved, clean water provided, health improved, children taught to read and the many other projects your Rotary Foundation contributions support. Clearly Rotarians in the Heart of America believe in the Foundation and the good it does in the world.

(continued on the following page)
Rotary International Convention 2016 – Seoul, Korea

The Rotary International Convention in Seoul was an amazing international event and more than 275 Rotarians and their guests from Zones 30-31 attended. We gathered for a Heart of America fellowship event on Saturday evening and were treated to a Korean buffet and Korean entertainment. Many thanks to PDG Tim and Amy Lee (D6580) for organizing and hosting this event. We were privileged to have RIPE John Germ and his entire family attend.

Heart of America Rotarians had a significant presence leading or participating in both General Sessions and Breakout Sessions at the convention. RIDN Greg Yank (D6510) and PDG Elizabeth Usovicz (D6040) led a session on “Strategic Planning in Zones 30-31.” Assistant Rotary Public Image Coordinator Dave Robinette (D6060) presented on “Becoming a Better Storyteller.” DG Bill Shula (6690) participated in a workshop on “Presidents-nominee – Preparing for Your Role.” Ron Appuhn (6780) facilitated a session on partnerships and the “Heart to Heart” program that included PDG Jerry Wear (D6780) and PDG Steve Sorenson (D6540). RRFC Floyd Lancia (6540) and DG Pat Cross (D6860) presented on “Best Practices to Strengthen Annual Fund Giving.” Jason Daenens, president of the Rotary Club of Fort Wayne, Indiana (D6540) was a member of an international panel on “How to Revitalize Your Club.” PRID Mark Maloney (D6860) participated in a “Future Convention Building” workshop and the “Highlights from the 2016 Council on Legislation” session. I facilitated a panel discussion of “Engaging Rotary Alumni.”

DGE Randy Feldman (D6840) was on the main stage during a Rotary Foundation General Session moderating a discussion on “100 Years of Doing Good.”

PRIP and Trustee Chair Ray Klingingsmith (D6040) led the General Sessions on the Rotary Foundation as well as leading a session on Rotary in Africa (ROTA.)

RIPE John Germ (D6780) appeared on the main stage several times and delivered a powerful speech on “Rotary Serving Humanity” on Wednesday during the closing ceremonies.

Now we look forward to the fabulous 2017 RI Convention in Atlanta where we will celebrate the 100th Anniversary of The Rotary
Coming Attractions

What’s Inside This Issue?

Director’s Message
Director’s Message (continued)
More From Director Karen
And — More From Karen
Coming Attractions
What’s Inside This Issue?
RI Convention, Atlanta, GA
Rotary District Planning
TRF Centennial — Coming Soon
Rotary Grants Update
Membership Statistics
TRF Statistics
Young Professionals Summit
From Rotary Voices
Zones Leadership Seminars
Rotary Service Updates
COL Update
Cincinnati Video
One More Way To Support Rotary
RI Board and TRF Trustee Decisions
Contact Information

Membership Growth Opportunity and Leadership Seminars
St Louis, MO July 1-2, 2016
Erlanger, KY July 8-9, 2016
Gardendale, AL July 15-16, 2016
New Orleans, LA July 29-30, 2016

October 11-13, 2016
Governors-elect,
Governors-nominee and
Spouses/Partners Seminars

October 13, 2016
District Governors and
Spouses/Partners Seminar

Rotary Institute

October 13-16, 2016
Zones 30 & 31
Cincinnati, Ohio
Hyatt Regency

October 14, 2016
Emerging Rotary Leaders Seminar
District TRF Chair & Leaders Seminar

RI Convention
June 10 — 14, Atlanta, GA
2017 International Convention – Atlanta

The 100\textsuperscript{th} anniversary of the Rotary Foundation

After Seoul, it is on to Atlanta. It is our goal to make this the biggest and the best convention in Rotary International history. That means we have to attract over 45,000 Rotarians. That means we need YOU.

We need you to register, and later this year we will be recruiting volunteers. We will need approximately 1200 volunteers. Our goal is to make this a gateway to the South and show the world what we mean by Southern hospitality.

Everyone on the Host Operating Committee is dedicated to making this the best convention ever, and with your support, it will happen.
Rotary district 6460 leadership came together on May 21st to develop a multi-year plan for the district. Elizabeth Usovicz and Greg Yank facilitated this planning session. Steve Hopper is district governor and Tony Williams is the district governor-elect. For more information and assistance in developing a district multi-year plan, contact Greg Yank at gregyank@gregyank.com.

Find resources for planning your centennial celebration

Rotary is kicking off The Rotary Foundation's centennial celebration at the Korea convention, 28 May-1 June. But you can get started now planning your club's centennial activities with the resources available in promotion kit:

*Ideas and activities for clubs*
  - Doing Good in the World promotional flier
  - Doing Good in the World bookmark
  - Sample press release
  - Centennial letterhead
  - Centennial PowerPoint template
  - Centennial postcard
  - History of The Rotary Foundation PowerPoint

Find more ideas in "Rotary's Foundation Is Turning 100," in the January issue of Rotary Leader
Watch and download A Century of Doing Good video
Order The Inspiring Story of the Foundation's First 100 Years on shop.rotary.org
Excerpts from a letter to District Foundation Chairpersons from Abby McNear, Rotary Grants Manager

I’d like to give you some updates related to Rotary grants. Exciting changes are coming to our grant application tool. In the next few months, it will become the Grant Center, where you’ll see both a new look and a streamlined grant application, particularly for vocational training teams. We’re confident these changes, which are based on your suggestions, will make using grants simpler and faster. Watch for more information.

Like the current grant tool, the Grant Center will work best if you use Google Chrome as your browser.

At their April meeting, the Trustees reversed their January decision that limited the budgets used to support U.S.-bound scholars to tuition, necessary equipment, books, and school fees. Budget for them as you ordinarily would budget for any scholars you sponsor. We’ll send details on additional steps to take for these scholarships. For example, because the Foundation is required to pay these students directly, we’ll request their bank account information, and we’ll waive the stewardship procedures that are typically required of sponsors for global grants.
## May Membership Stats

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## May TRF Giving Stats

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Join us at the Intercontinental Hotel in New Orleans on July 29-31 for our Rotary Young Professionals Summit. It’s going to be a great time of fun, Rotary learning, and we’ll even have a hands-on service project for all to tackle. The summit is being held in conjunction with the Zone 30-31 Leadership Seminar so you’ll have the chance to network with some of the best Rotary leaders in our region. We’ve got inspiring speakers and interactive breakouts where you’ll be able to discuss not only what you’d like to get out of Rotary but what you can add to Rotary.

Don’t miss this chance to be a part of making Rotary what you would most like it to be. Rotary clubs in the region are sponsoring attendees.
From Rotary Voices

What does a Rotary club designed by younger members look like?

*By Gordon Matthews, past governor of District 6920 (Georgia, USA), Rotary Club of Savannah East*

A panel of three young members spelled out for us the issues that block young people from joining Rotary during our spring assembly a few years ago — scheduling, cost of dues, and rules.

I’ve been active in developing leaders in our community and have worked with our Group Study Exchange teams in the past, so I know the energy and potential in this “under 40” generation that we need to tap for Rotary. But I’ve also seen several Rotary clubs try to do this with limited results, because they stayed too close to the traditional model and dues structure.

**Breaking the mold:** To break that mold, I asked the son of a fellow member to gather a group of young people in the metro area of Savannah to explore the idea of starting a new club. I told them their are really just a few rules – to meet weekly, pay dues, and train a president-elect. The rest are just a lot of traditions. They were directed to develop a format that would meet their needs.

The team included young professionals with a Rotarian parent, past exchange participants, and others who were just interested in tackling the challenge. Several had taken part in our leadership development program and wanted to keep learning about the community. Others were in a social group that met monthly but craved more substance.

After an initial meeting or two with district leaders, the team met on their own for six months to craft a plan and draw up a list of candidates. When they had 75, they invited them to a reception to introduce the concept and explain how to become a charter member. Applications came in quickly and they froze the group at 50 to submit their charter application, adding the remainder to a waiting list.

The Metro Savannah Rotary Club started with a bang and has never looked back. They are careful to add members who maintain their diversity and bring in unique perspectives. Their membership includes engineers, construction managers, attorneys, graphic designers, sales managers, librarians, and non-profit directors.

**What works:** Annual dues is $300. Members stay up to date on Facebook. They meet for lunch the first and third week of the month, calling in sandwich orders. Another week, they network at a pub over drinks. This in itself invites membership inquiries from others in the pub. And at least one meeting is a service project. The club has had at least 12 projects every year.

After a year, the board held a full day retreat to examine their format and make tweaks. Attending only as an observer and resource, I was impressed these busy young professional gave up most of their Saturday to evaluate and plan.

The club continues to thrive with more than 60 members, most under the age of 40. It’s a great model for other districts who want to launch dynamic clubs of young professionals. And with the recent action by Rotary’s Council on Legislation, it’s easier than ever to step out and try new things. For more information how we got this idea off the ground, contact me at Gordon.matthews@earthlink.net.

Join a discussion membership best practices. Read “The key to a successful multi-generational Rotary club”
Membership Growth Opportunity and Leadership Seminars  
Preparing for 2016-17

Prepare yourself for a successful Rotary year 2016-17 by attending one of the Heart of America Rotary Leadership Seminars. You will learn about the latest updates and strategies from Rotary International and The Rotary Foundation to Support and Strengthen Clubs, Focus and Increase Humanitarian Service, and Enhance Public Image and Awareness. Share ideas and best practices on fundraising and grants, strengthening membership attraction and engagement, strategic planning and club visioning, new club development, and enhancing public image.

Friday afternoon is dedicated to The Membership Growth Opportunities (MGO) program. This program will introduce strategies for membership growth, new club development and retention that focus on innovation, flexibility and best practices based upon knowing and understanding our members and prospective members as customers. The MGO Team can bring this program to your region during the year to work with club and district membership committees.

The Saturday topics include Rotary International and Rotary Foundation programs, new club development, fundraising, Global and District Grants, and Public Image and PR.

Who should attend from each District? DG, DGE, and DGN, AGs, District Foundation Chair (and Foundation Committee members), Membership Chair, New Club Development Chair, Public Image Chair, Youth Services Chair, District Trainer and interested Rotarians. All Rotarians are encouraged to attend, especially club presidents and committee chairs.

There are four regional seminars so choose the one closest you. The registration fee is just $35.00 for Friday afternoon and Saturday. Friday afternoon only is free. The dates and locations are:

- **July 8-9, 2016, Erlanger, Kentucky**
- **July 15-16, 2016, Gardendale, Alabama**
- **July 22-23, 2016, St. Louis, Missouri**
- **July 29-30, 2016, New Orleans, Louisiana**

To register for the Seminars and learn about the locations and special hotel arrangements, see the Zones 30-31 website at [www.rizones30-31.org/events/success/](http://www.rizones30-31.org/events/success/).
Rotary announces US$35 million in additional funds to end polio worldwide

GOYANG CITY, Korea (31 May 2016) — Rotary today committed an additional $35 million in grants to support the global effort to end polio – donating a total of $70 million in 2016 alone.

The announcement comes on the heels of significant strides made against the paralyzing disease, leaving just two polio-endemic countries – Afghanistan and Pakistan. If current progress continues, 2016 may mark the last case of wild poliovirus.

"While we are experiencing unprecedented success against polio, it is imperative to maintain high immunity and quality surveillance in all countries of the world until polio is fully eradicated," said Michael K. McGovern, chair of Rotary's International PolioPlus Committee. "We must protect the progress in polio-free parts of the world, as well as stopping transmission in Pakistan and Afghanistan."

Speaking today at Rotary’s annual international convention, Dr. Rebecca Martin, Director of the US Centers for Disease Control and Prevention's Center for Global Health, emphasized the importance of remaining vigilant. "All countries remain at risk for importation of poliovirus as long as it is circulating in Pakistan and Afghanistan", said Martin. "Now is the time the world must act rapidly and together in stopping any outbreaks of polio. Countries need to detect virus and respond with vaccination through quality immunization campaigns."

To sustain this progress, and protect all children from polio, experts say $1.5 billion is urgently needed. Without full funding and political commitment, this paralyzing disease could return to previously polio-free countries, putting children everywhere at risk. Rotary has contributed more than $1.5 billion and countless volunteer hours to fight polio, with Korean Rotary clubs donating more than $14.6 million to the effort. In addition to contributing funds, Korean Rotary members have traveled at their own expense to immunize children against polio in India. Through 2018, every dollar Rotary commits to polio eradication will be matched two-to-one by the Bill & Melinda Gates Foundation up to $35 million a year.

Rotary launched its polio immunization program PolioPlus in 1985 and in 1988 became a spearheading partner in the Global Polio Eradication Initiative with the World Health Organization, UNICEF, U.S. Centers for Disease Control and Prevention, and was later joined by the Bill & Melinda Gates Foundation. Since the initiative launched, the incidence of polio has plummeted by more than 99.9 percent, from about 350,000 cases a year to 16 confirmed to date in 2016.
The Council on Legislation met 10-15 April 2016 in Chicago, Illinois, USA. Subsequent to that meeting, Rotary’s constitutional documents (the RI Constitution, the RI Bylaws, and the Standard Rotary Club Constitution) have been revised to include all the amendments adopted by the Council. The English revised constitutional documents have been posted on the Governance Documents portion of rotary.org. Translations will be posted once they are available.

The revised documents will also be included in the 2016 Manual of Procedure, which will be ready for distribution by October 2016.

If you have questions about policies adopted by the Council, please contact your Club and District Support representative.

If you have questions about the 2016 Council or future Councils, please contact Council Services at Council_Services@rotary.org.

Go to: https://vimeo.com/139627052 for a great introduction to the Zones 30-31 Institute — and Cincinnati Style!
Ebay to donate share of Live Auctions proceeds to Rotary

Rotary members, their families and friends can support Rotary’s work by bidding on antiques, artwork, jewelry, and collectibles through eBay Live Auctions events.

Each month, Rotary will promote on its social media outlets a set of upcoming Live Auctions events, and eBay, the world’s largest auction website, will donate a portion of all sale proceeds from those events to Rotary.

Live Auctions events enable buyers to participate in auctions across the United States -- held at such auction houses as Sotheby’s, Swann, and Freeman’s -- without leaving home. Under this proceeds-sharing agreement, only U.S. auction sales are eligible.

Upcoming eBay Live Auctions that will partially benefit Rotary

18 June 2016: The Dr. & Mrs. John Gimesh Medical Collection. Seller: Leland Little Auctions


26 June 2016: Hollywood Star Autographs, Movie Posters, Rare Stamps & Coins Summer Super Sale. Seller: Print Readers


Read a blog post by eBay’s Linda Campbell

RI Board and TRF Trustee Decisions

January, 2016 TRF Trustees action highlights online now

January, 2016 Board Decisions online now

BE INFORMED ABOUT OUR RI BOARD AND TRF TRUSTEE DECISIONS

Summary and minutes of recent Rotary International Board Decisions

Summary and minutes of recent Rotary Foundation Trustee Decisions
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Interesting events related to
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