From Director Karen . . .

Greeting Heart of America Rotary Leaders,

I begin with the same photo that PRID Larry Lunsford used to illustrate his Director’s Message in his final GPS News Magazine in June. The changeover ceremony was very significant and moving. It is with a great sense of humility that I accept my seat on the RI Board of Directors from Larry. We all owe Larry a debt of gratitude and appreciation for the two outstanding years he served as Rotary International Director from the Heart of America.

He served with distinction and impacted the future course and direction of the organization, especially with his skillful chairmanship of the Executive Committee, and years of service on the Finance Committee. As I accepted my seat at the board table, I pledged to serve with dedication, commitment and integrity, respecting all opinions of my fellow board members, and to act in the best interests of Rotarians and Rotary clubs around the world. I hope my contributions will help strengthen Rotary for the future.

Larry set ambitious goals for membership and Rotary Foundation Annual Fund giving, and with regional coordinator teams was able to “move the needle” considerably in both areas. His final reports on “membership and money” are on the following pages. **On behalf of all the Rotarians in the Heart of America, I say thank you Larry!**

(continued on the following page)
From Director Karen (continued)

I, too, have set goals for our zones, consistent with President Ravi Ravindran’s worldwide goals. He asks all of his district governors and presidents to embrace them. I will provide a synopsis of our goals next month.

As I have gotten to know more about the other 32 zones in the Rotary world, I can say honestly that the Heart of America is among the best. Our clubs and districts have an unparalleled commitment to service. They engage their members, seek to attract new members and support our Rotary Foundation. Future editions of this news magazine will highlight how our Rotarians are “connecting for good.”

Ron and I look forward to seeing all of you at the “Rotary Red Stick Rendezvous” in Baton Rouge on September 24-27.

Karen

Preparing for Red Stick Rendezvous

Zones 30-31 Institute

Planning Committee — RI Director, Karen and her Institute planning team leaders

Front Row L to R: Greg Landry (6200) — Regional Engagement; Jim Springer (6760) — Registration; Richard Bollinger (6880) — Operations; Karen Wentz (6780) — RI Director and Convener; Tom Ashford (6740) — General Chair; Donna Landry (6200) — Regional Engagement; Big Rich Churchman (6200) — Arrangements

Back Row L to R: Stacey Self (6060) — Promotion; Elizabeth Usovicz (6040) — Program; Tamie Babb (6760) — Training; Catherine Taylor Yank (6510) — Secretary/Treasurer.
What’s inside this issue?

- Director’s Message
- Director’s Message (continued)
- Red Stick Rendezvous
- Coming Attractions
- What’s inside this issue?
- Rotary Club Membership
- More Red Stick Rendezvous
- Rotary Global Rewards
- Districts D6820/D6840 Have Heart
- RI Board and TRF Decisions
- Stay Rotary Up-to-Date
- RI Committees
- Strategic Planning District 6150
- From Past RI Director Larry Lunsford
- TRF — Where We Stand
- Rotary Membership — Where We Stand
- New Rotary Month Designations
- The Member Center on My Rotary
- We Want To Know
- Important Dates (PETS)
- Important Dates (District Conferences)
- Contact Information
Membership Growth Opportunities Program for Zones 30-31
Prepared by Project Lead Greg Yank

Membership growth is the Number One operational challenge for Rotary International. The way to ensure growth is by having healthy Rotary Clubs that are active and attractive to our customers.

Rotary Coordinators Glen Vanderford, Ed Hardesty and Regional Membership Plan Project Lead Greg Yank, with input from RID Karen Wentz, developed a new membership program called Membership Growth Opportunities (MGO).

It is being pilot tested at the four Heart of America Leadership Seminars this summer --
- Erlanger, KY June 26,
- Gardendale, AL, July 10,
- St. Louis, July 24
- New Orleans, July 31

Following these pilot tests, the curriculum will be finalized. Then the districts, with support from the Assistant Rotary Coordinators, will be rolling this out to their clubs over the next 18 months.

The curriculum has five segments:

1. Overview of the challenges
2. Attraction of new customers
3. Engagement keeping our customers
4. New Club Development – extending Rotary to new communities or in existing communities
5. Action steps moving forward

This curriculum provides a framework and resources for clubs to assess their own health and to look at new ways to attract, and then, retain, their customers. Rotary’s core values have not changed, but we need to look at new and innovative ways to achieve success.

Some of our old traditions in clubs can possibly “turn off” younger prospective members. We need to be open and flexible to change some of our ways of thinking in approaching this membership challenge.

We all have a responsibility to ensure that our great organization remains strong, so that we can change our communities and the our world for the better!

To schedule a Membership Growth Opportunities program in your district, contact Greg Yank, greg@gregyank.com.
The Rotary Red Stick Rendezvous – Be a part of it!
Here are the key reasons you won’t want to miss the Rotary Institute in Baton Rouge on September 24-27.

A unique cultural experience . . .
The location guarantees unique and special culinary and musical experiences and they all come together in the “Louisiana Food Fest” on Thursday night. The “Food Fest” is a Louisiana Rotary tradition. Area Rotary clubs prepare their special dishes that include boiled shrimp, BBQ shrimp, fried shrimp, fried catfish, crawfish etouffee, cochon de lait (suckling pig roasted over an open fire), pastalaya, jambalaya, shrimp gumbo, seafood gumbo, red beans and rice, and alligator sauce picante. You will enjoy the fellowship of our class reunion evening savoring good food and listening to great local Cajun music.

Great Rotary fellowship . . .
The cultural and historic experiences are a backdrop for what our Rotary leaders tell us they attend an Institute for: fellowship with their district governor classmates and other Rotarians. It appears we are on track for record registration.

Outstanding motivational and inspirational speakers . . .
Rotary International President Ravi Ravindran
Rotary Foundation Trustee Chair Ray Klinginsmith
Clifton Taulbert (www.clifontaulbert.com)
Amanda Wirtz (www.amandawirtz.com)
Peace Fellow alumnus Eduardo da Costa
DG Paty Vela from Mexico (Heart 2 Heart)
RID Jennifer Jones

A historic area . . .
The Baton Rouge area is known as “plantation country.” The Friday night optional event takes place at Houmas House, an antebellum sugar plantation with beautiful landscaped grounds.

Rotary Red Stick Rendezvous: Key Dates
• August 1: Deadline to submit changes for the Zone Directory
• August 31: Hotel cutoff date for rooms at the low Institute rate of $102 per night plus tax. The room block is filling up fast (its already 80% sold) so make your hotel reservation NOW.
• August 31: Regular registration ends. The registration fee after this date increases by $50.00.

See the Zones 30-31 website www.rizones30-31.org for relevant forms and additional information.
Start Saving with Rotary Global Rewards

Rotary members can enjoy discounts on travel, hotels, dining, entertainment, and more through Rotary Global Rewards, a new member benefit program that began 1 July. Anyone can view the offers, but only Rotary members who sign in to their My Rotary accounts can redeem the discounts. Check back often as more products and services from companies around the world will be added throughout the year. Explore offers in Rotary Global Rewards at https://www.rotary.org/myrotary/en/news-media/start-saving-rotary-global-rewards. Start Saving with Rotary Global Rewards.

There, you can . . .

- Watch RI President K.R. Ravindran introduce the new program
- Find answers to frequently asked questions

From: Rotary News

Note: there are 20 pages of discount opportunities on the website.

Districts 6820 and 6840 Have Heart — Feeding the Hungry

Roscoe Greene sent a follow-up for the District 6820/6840 District Conference in Biloxi April 11. “We packaged over 20,000 meals that day to ship overseas. They asked for 60 volunteers, 83 Rotarians showed up.”

RI Board and TRF Trustee Decisions

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
Stay “Rotary” Up-to-Date

From the Rotary website:

Our newsletters help you stay current on the topics that interest you most. Anyone can subscribe once they create an account and sign in. To get started as a new subscriber, or to make changes to your existing subscriptions, click the website below.


End Polio Now
An update about Rotary’s polio eradication efforts that includes inspiring stories and the latest statistics.

Giving & Grants
Information to help you support Rotary's work through contributions and grant-funded activities.

Membership Minute
Rotary stories and the latest membership development ideas, strategies, and resources.

Peace in Action
A forum for the Rotary Peace Centers community.

Reconnect
News about Rotary alumni.

Rotary Convention
News, updates, and deadline information about Rotary's annual convention.

Rotary Leader
Practical information to help club and district leaders achieve success.

Rotary Service
Information to help Rotary members plan effective and inspired service projects.

Rotary Weekly
An update on news and information for Rotary members, as well as developments from around the Rotary world.

Rotary Youth Exchange
Information and updates on current Youth Exchange events and resources.

The Rotarian Newsletter
Highlights from this month's issue of The Rotarian magazine.

Training Talk
The latest RI training news, including RI mailings, RI Board decisions that affect training, and training tips.

Visions
Information about the benefits of charitable estate and financial planning. Primarily intended for a U.S. audience.

Vocational Service
News and resources related to vocational service.

Young Leaders in Action
News and developments about Rotary's youth and young adult programs: Interact, Rotaract, and RYLA.
From the Rotary International website:

If you would you like to contribute to Rotary by serving on a committee, this is your opportunity. The nine committees listed below are searching for qualified candidates for openings in 2016-17. Each of these committee works with Rotary leaders to increase efficiency and promote the goals and priorities of our strategic plan.

To be considered for a committee appointment, go to www.tinyurl.com/ri-committee-application to serve on an RI Committee for an application form and more information —

Learn more about the committees and the application process.

Get answers to frequently asked questions.

The application deadline is 20 August.

Committees with openings for 2016-17

- Communications
- Constitution and Bylaws
- Districting
- Election Review
- Finance
- International Convention
- Operations Review
- Rotaract and Interact

Strategic Planning District 6150

Shown right are the Rotarians who attended the District 6150 strategic planning session, led by then DGE Paul Ford.

Elizabeth Usovicz and Greg Yank co-facilitated this session held in Little Rock, AR.
Allow me to quickly thank our 2014-15 Governors and other district leaders, who indeed did leave their mark with their energy and spirit for Growing, Partnering and Serving.

**Membership** — Through our team efforts, we saw net increases in our membership through May 31 of 821 members, one of our two Zones 30/31 goals. Have a look at the interim year-end June 30 statistics, provided to me by Jennifer Deters at RI in Evanston on the afternoon of July 14. As it seems each year, we again experience some of that “June dip” as clubs update their records for semiannual statements. We lost about a half a member per club, on average, in June.

You’ll now see growth in 17 of our 26 Districts, and a net total of 197 additional Rotary members in our Districts today, as compared to July 1, 2014. We all know this is hard work, and I sincerely commend our leadership for these positive gains. It will likely be another month or so before the final June 30 membership numbers will be available.

Let’s see where those numbers end up, and let’s celebrate these achievements at our Institute in Baton Rouge.

**TRF Annual Giving** — Through our team efforts, we did indeed maintain the pace to increase our support in Annual Programs Fund giving to The Rotary Foundation, one of our two Zones 30/31 goals. Have a look at the interim year-end June 30 annual giving numbers, as provided to me by Chad Stutsman at TRF in Evanston on the afternoon of July 13. Chad indicates the year-end books may close later this week.

Your review of the statistics will inform you that 17 of our 26 Districts are tracking with increases year over year. Collectively, we have experienced a 6.9% increase over last year’s giving levels YTD, which slightly exceeds our target of a 6.5% increase needed to achieve $100 per capita across the two Zones.

As I reminded you in the May GPS news magazine, if you look closely, you’ll see that two years ago, we had 6 of our 26 districts achieve the $100 per capital giving level. Last year, we had 10 of our 26 districts achieve that giving level. It is with pride that I share we’ll have 13 districts (50% of our 26 districts) achieve that level this year. Our march to $100 per capita is a rousing success!! Look at the numbers for yourself – the interim reports show Zones 30 and 31 at per capita giving to the Annual Programs Fund of $103.34!!

**Way to go, Zones 30 and 31!!!**

Let’s see where those numbers end up, and let’s celebrate these achievements at our Institute in Baton Rouge.
Statistics are not final, and may change in the next few weeks.

HEART OF AMERICA - HEADED TO $100 PER CAPITA
Zones 30 and 31 TRF ANNUAL GIVING
12 months 12 months 2014-15 2013-14 2012-13
June 2015 THIS YEAR Last Year Fiscal Yr Fiscal Yr Fiscal Yr

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<th>Annual Fund Giving</th>
<th>Annual Growth (Decline)</th>
<th>Fiscal Yr Fund Giving</th>
<th>Fiscal Yr Per Capita</th>
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| Zone 30 | 31,910 | $3,100,481.64 | $3,082,929.07 | 2.0% | $97.16 | $94.24 | $88.16 |
| Zone 31 | 31,185 | $3,419,675.43 | $2,986,842.76 | 14.5% | $109.66 | $93.58 | $86.18 |
| Total both Zones | 63,095 | $6,520,157.07 | $6,025,134.83 | 8.2% | $103.34 | WAY TO GO!! |}

Where We Stand . . .

TRF — June, 2015
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<td>2,242</td>
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<td>-0.5%</td>
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<td>61</td>
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<td>-0.7%</td>
<td>53</td>
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<td>6110</td>
<td>31</td>
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<td>80</td>
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<td>38</td>
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<td>2,880</td>
<td>58</td>
<td>-1.1%</td>
<td>57</td>
<td>2,773</td>
</tr>
<tr>
<td>26</td>
<td>6150</td>
<td>31</td>
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<td>40</td>
<td>0.1%</td>
<td>40</td>
<td>1,931</td>
</tr>
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**Zone 30** +11 32,495 32,138 614 31,910 -0.7% 613 31,921 0.03%

**Zone 31** +186 32,198 31,373 691 31,185 -0.6% 689 31,371 0.60%

**Total both Zones** +197 64,693 63,511 1305 63,095 -0.7% 1302 63,292 0.31%

**TARGET** 2.50%
In October 2014, the RI Board modified Rotary’s calendar of special observances to designate specific months highlighting the Areas of Focus. Effective July 1, 2015, the new special observance months are:

- September: Basic Education and Literacy
- October: Economic and Community Development
- December: Disease Prevention and Treatment
- January: Vocational Service
- February: Peace and Conflict Prevention/Resolution
- March: Water and Sanitation
- April: Maternal and Child Health
- May: Youth Services

As a member of Rotary, you’re part of a global network of community volunteers who are making a positive difference. Visit the new Member Center on My Rotary to access the many benefits and resources available to you, including:

- Rotary Global Rewards, our brand-new member benefits program featuring discounts on travel, hotels, dining, and entertainment
- Rotary publications and products, licensed vendors, mobile apps, and online tools
- Awards and donor recognition opportunities
- Rotary International Convention, our biggest event of the year
- The Rotarian, the official magazine of Rotary

Share the benefits of membership with potential members. You’ll find information about joining, referring potential members, and relocating or rejoining Rotary in the new Member Center. Check it out today!
We Want To Know . . .

What does your district do REALLY well? What are you struggling with?

Are you willing to share your successes -- and maybe -- your hurdles, blunders, ideas and insights on a specific Rotary topic?

Occasionally, during this Rotary year, we will post a topic in the Zones 30-31 newsletter, and ask for a description of how your district handles/handled/or avoided an issue. You respond by telling others about the proverbial —

**Good/Bad/but – No Ugly!**

We will print a synopses of your response, with your name and district, and, then refer readers to view a full response on the topic page on the Rotary Zones 30-31 website.

**Next step – what is it you want to have as a discussion topic?**

Send your suggestions for Rotary District-related issues to editor Jane Molloy at jabmolloy@bellsouth.net

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Important Dates

**PETS Training Events for Heart of America Districts — 2016**

February 24-28 — Lone Star PETS, Dallas, TX (D5830)
March 4-6  — Midwest PETS, (D6460)
March 4 -6  — Ole Man River PETS, Natchez, MS  (D6190, D6200, D6800, D6820, D6840)
March 10-12 — Great Lakes PETS, Kalamazoo, MI (D6540)
March 10-12 — Mid-America PETS, Fort Smith, AR (D6110, D6150, D6170)
March 11-13 — All Ohio PETS , Cincinnati, OH (D6670, D6690)
March 12 — District 6560 PETS, Indianapolis, IN
March 12-13 — Land of Lincoln PETS , Effingham, IL (D6490, D6510, D6580)
March 18-20 — Mid-South PETS, Nashville, TN (D6740, D6710, D6760, D6780, D6860, 6880)
April 1-2— Show Me PETS , Jefferson City, MO (D6040, D6060, D6080 )
DISTRICT CONFERENCES 2015

October 2-4 — District 6110 Conference, Fayetteville, AR (Governor Larry Long)
October 3-4 — District 6060 District Conference, Jackson, MO (Governor Brigitte Bollerslev)
October 15-18 — District 6190 Conference, West Monroe, LA (Governor Jerry Wall)
October 16-17 — District 6040 District Conference, Kirksville, MO (Governor Ralph P. Cupelli)
October 16-17 — District 6460 Conference, Macomb, IL (Governor Steve Hopper)
October 16-17 — District 6510 Conference, Fairview Heights, IL (Governor Tom Guebert)
October 23-24 — District 6690 Conference, Lancaster, OH (Governor Tara Craaybeek)
October 24 — District 6080 Conference, Lake Ozark, MO (Governor Steve Dulle)

DISTRICT CONFERENCES 2016

March 30-April 2 — District 6200 Conference, Lake Charles, LA (Governor Michael Hayes)
April 1-2 — District 6800 Conference, Oxford, MS (Governor Cary Vaughn)
April 7-10 — District 6840 Conference, Gulfport, MS (Governor John Cornwell)
April 8-9 — District 6540 Conference, Merrillville, IN (Governor Roger Sims)
April 8-9 — District 6580 Conference, Bloomington, IN (Governor Jim Bright)
April 21-23 — District 6820 Conference, Ridgeland, MS (Governor Barbara Travis)
April 21-23 — District 6880 Conference, Orange Beach, AL (Governor Michael Chambers)
April 22-23 — District 6560 Conference, Carmel, IN (Governor Mark Blade)
April 28-29 — District 6780 Conference, Pigeon Forge, TN (Governor Beth Stubbs)
April 28-May 1 — District 6670 District Conference, Northern Cincinnati, OH (Governor William Shula)
April 29-30 — District 6490 Conference, Normal, IL (Governor Surinder Sethi)
May 5-7 — District 6860 Conference, Huntsville, AL (Governor Pat Cross)
May 13-14 — District 6710 Conference, Louisville, KY (Governor Michael Kull)
May 13-14 — District 6740 Conference, Prestonsburg, KY (Governor Cindy Legg)
May 20-21 — District 5830 Conference, location TBD (Governor Tom DeWitt)
June 17-18 — District 6760 Conference, Franklin, TN (Governor William Jones)
Final Dates and Location TBD — Districts 6150 and 6170 (Governor Paul Ford and Governor Charles DeVore)
Karen Wentz
Rotary International Director 2015-2017
Zones 30-31
kwentz42@yahoo.com

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1560 Sherman Ave. Evanston, IL 60201
847-866-3000
www.rotary.com

Heart of America Rotary Zones 30-31
www.rizones30-31.org

Send Rotary stories and photos of Interesting events related to Zones 30-31 to News Magazine Editor, Jane Molloy jabmolloy@bellsouth.net