Greetings Heart of America Rotary Leaders,

August is Membership and New Club Development Month on the Rotary calendar but we know that attracting and engaging new members is a year-round commitment for all Rotarians. It is every Rotarian’s responsibility to share the gift of Rotary.

For 2014-15, membership declined by 217 members in Zone 30 and increased by 7 members in Zone 31. These are figures worth celebrating. While we had hoped to see a gain in Zone 30, the decline was much less than prior years. The Zone 31 gain, while not large, is significant. The Zone 31 decline the prior year was 724!

There were significant achievements in Membership for 2014-15 that are especially noteworthy and can be replicated in any district (these gains are based on June 30 figures, July 1 figures are typically somewhat lower and will be reported next month.)

- In District 6820 (Zone 31), DG Paul Bucurel and Jen, in a team effort, chartered five new clubs and added 133 new members! Congratulations Paul and Jen and the Rotarians in District 6820.

- In District 6880 (Zone 30), DG Linda Mong added 45 new members. Congratulations Linda and the Rotarians in 6880.

Overall, 17 of the 26 districts in the Heart of America achieved membership gains in 2014-15.

My experience tells me that if the district governor makes Membership and New Club Development important throughout the year, membership will grow. For membership to grow it has to constantly be highlighted and talked about. Remember, membership in Rotary is a real gift.

(continued on the following page)
Last month you read in *The Heartbeat* about the new Membership Growth Opportunities Program being rolled out in the four regional Rotary Leadership Seminars this summer. 186 district and club leaders attended the MGO half-day program in four locations. Reviews were enthusiastic and positive, and now Regional Membership Plan Project Lead Greg Yank and Rotary Coordinators Ed Hardesty (Zone 31) and Glen Vanderford (Zone 30) will be taking the program on the road. (See the follow-up article in this month’s *Heartbeat* and more RI news about membership on page 5.) We have high hopes that the MGO program will give districts and clubs the tools they need to attract and engage members.

**Our goal this year is to add at least 1,000 new Rotarians to both Zones combined.** A second goal is to charter at least four new clubs. I believe that every district can charter at least one new club. District 6820 chartered five new clubs last year so I know it is possible!

Ron and I look forward to seeing many of you in Baton Rouge at the Rotary Red Stick Rendezvous in September.

*I promise you the good times will roll!*

Karen

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**Something New on the Website**

We are happy to announce that the zone website has been recently updated. If you have not yet had a chance to review it, please follow this link [http://www.rizones30-31.org/](http://www.rizones30-31.org/). Yes, it’s the same URL as the old site but it now reflects newer technology and is what’s called “responsive”. This means your viewing experience, when using a mobile device such as a table or smart phone, will now be easier as the information adjusts to your device screen size. A few highlights from the new site are, updated menu structure, fewer click thru pages, additional content and images. If you have questions about how to upgrade your district or club website, please contact our Zone Technology Coordinator, Michael Brown at webmaster@ohiorotary.org.

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**RI Board and TRF Trustee Decisions**

*July, 2015 Board Decisions on line 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](#)
### What’s Inside This Issue?

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Director’s Message</td>
<td>1</td>
</tr>
<tr>
<td>Director’s Message (continued)</td>
<td>2</td>
</tr>
<tr>
<td>Something New on the Website</td>
<td>2</td>
</tr>
<tr>
<td>RI Board and TRF Decisions</td>
<td>2</td>
</tr>
<tr>
<td>Coming Attractions</td>
<td>3</td>
</tr>
<tr>
<td>What’s Inside This Issue?</td>
<td>3</td>
</tr>
<tr>
<td>Red Stick Rendezvous</td>
<td>4</td>
</tr>
<tr>
<td>Membership Growth</td>
<td>5</td>
</tr>
<tr>
<td>RI Regional Membership Officers</td>
<td>5</td>
</tr>
<tr>
<td>Rotary Leadership Seminars</td>
<td>6</td>
</tr>
<tr>
<td>TRF Annual Fund Record</td>
<td>7</td>
</tr>
<tr>
<td>Amazon Smiles for TRF</td>
<td>7</td>
</tr>
<tr>
<td>New TRF Training Course</td>
<td>7</td>
</tr>
<tr>
<td>Polio/Africa</td>
<td>8</td>
</tr>
<tr>
<td>Financial Summary Zones 30-31</td>
<td>8</td>
</tr>
<tr>
<td>Polio Update</td>
<td>9</td>
</tr>
<tr>
<td>Seoul Convention Breakout Sessions</td>
<td>10</td>
</tr>
<tr>
<td>Presidential Peace Conference</td>
<td>11</td>
</tr>
<tr>
<td>New Delegation Tool for My Rotary</td>
<td>11</td>
</tr>
<tr>
<td>RI President 2017-18</td>
<td>12</td>
</tr>
<tr>
<td>TRF Planned Giving Update</td>
<td>12</td>
</tr>
<tr>
<td>We Want To Know</td>
<td>13</td>
</tr>
<tr>
<td>Important Dates (PETS)</td>
<td>13</td>
</tr>
<tr>
<td>Important Dates (District Conferences)</td>
<td>14</td>
</tr>
</tbody>
</table>

### Coming Attractions

**ROTARY INSTITUTE**  
**September 24-27, 2015**  
**ZONES 30 & 31**  
**Baton Rouge, LA**  
**Crowne Plaza Hotel**  
**September 22-24**  
**Governors-elect, Governors-nominee and Spouses/Partners Seminars**  
**September 23-24**  
**District Governors and Spouses/Partners Seminar**  
**September 25**  
**Emerging Rotary Leaders Seminar**
THE ROTARY RED STICK RENDEZVOUS: IMPORTANT DEADLINES AND HOTEL INFORMATION.

There is great excitement about the Rotary Institute in Baton Rouge as evidenced by excellent registration and the limited availability of rooms at the Crowne Plaza Hotel. THE GOOD TIMES WILL ROLL!

REALLY IMPORTANT DATE: AUGUST 31, 2015

LAST DAY FOR REGULAR REGISTRATION. After this date the Registration Fee increases by $50 to $375 per person. See the Zones 30-31 website to register NOW! http://www.rizones30-31.org/institute/zone-institute-2015/

LAST DAY TO MAKE HOTEL RESERVATIONS at the Institute Rate of $102 plus tax per person. (See below for important information.)

CROWNE PLAZA HOTEL – IMPORTANT INFORMATION ABOUT RESERVATIONS

As of Friday, August 14, rooms at the Crowne Plaza Hotel were nearly sold out. There were only a couple of smoking rooms left for Thursday, Friday and Saturday nights of the Institute at the block rate of $102 plus tax per night. They do have a few rooms (both King and Double Beds) on the Concierge Floor at the $132 per night rate, but most are smoking rooms.

Fortunately another great hotel option exists! The Crowne Plaza has a sister property, the Holiday Inn, next door just a few hundred yards away across a shared parking lot. We have set aside a block of rooms at the $102 (plus tax) Institute rate at the Holiday Inn. They have smoking and non-smoking rooms, a few Kings and mostly Doubles for Wednesday, Thursday, Friday and Saturday. To make a reservation – call 225-925-2244 between 8:30 am and 5:30 pm Monday – Friday (avoid Saturday and Sunday) and use the code RIZ.

THE ROTARY RED STICK RENDEZVOUS GOES HIGH TECH!

Among the many innovations you will find at the Rotary Red Stick Rendezvous is the use of technology.

- We will have a “Twitter board” showing live feed Tweets about the Institute.
- There will be a special optional session on Rotary technology and “Tweet Success.”
- Use the AnyEvent App for mobile devices – download it now and be ready! Plan your activities and get more program information.

The written program for the Institute will be slimmed down considerably with just the essentials of the program sessions, times and places. Other information about speakers, and a more expanded view of the program will be via the AnyEvent App you can download to your mobile device from iTunes or Google Play. Download the app, register, and enter the Event Code. The Event Code for the Baton Rouge Institute is 105577.
Membership Growth Opportunities Program Update

The Membership Growth Opportunities program (MGO) was pilot-tested at the four Heart of America Membership and Leadership seminars in June and July. This program was designed for our Rotary clubs throughout our two Zones, and will be “rolled out” over the next two years.

Excellent feedback was received during these four half-day sessions which included five segments:

1. Overview and Challenges
2. Attraction
3. Engagement
4. New Club Development
5. Call to Action

186 district and club leaders were represented at these MGO seminars held in Erlanger, KY, Gardendale, AL, St. Louis, MO and New Orleans, LA. Faculty for these sessions included Rotary Coordinators Glen Vanderford and Ed Hardesty, Project Lead Greg Yank, and the Rotary Coordinator teams, Nancy Madru, Tom Mann, Tamie Babb, Brent Rosenthal, John Williams, Barbara Mauldin, Tom Ripperda and Rita Esterly. Additional faculty were the Public Image Coordinators, Greg Maciolek and Greg Landry. Thaddeus Rex, Membership Chair from District 6540, was present at three of these sessions, and added great value as he entertained the crowd with his “Jump Starting your Membership” program segment. Thanks to the entire fine faculty for their contributions!

The program will be refined, based on the feedback, and a final MGO curriculum for clubs will be unveiled at the Rotary Institute this September.

The premise of this program is that “an active club will be attractive to new prospective customers (members), and will engage/involve them, ensuring that they remain in the club, getting the value they deserve”.

Ed Hardesty, Glen Vanderford and myself, would be pleased to talk with anyone about this program.

Greg Yank
Project Lead 2015-16 Regional Membership Plan Zone 30-31
Cell: 618-567-7511, Fax: 618-632-1518, Email: greg@gregyank.com

Introducing Regional Membership Officer Haris Sofradzija . . .

The Membership Development group at Rotary International is excited to announce a new team of experienced, passionate Rotary staff dedicated to helping zone, district, and club volunteers continue to grow membership and strengthen Rotary.

These regional membership officers are based in Evanston and have been assigned specific geographic territories to better build relationships and leverage opportunities. Haris Sofradzija is the Regional Membership Officer assigned to Zones 28, 29, 30 & 31. Haris will be attending the Rotary Red Stick Rendezvous to meet our district leaders.
Rotary Leadership Seminars

Four regional Rotary Leadership Seminars (formerly Success Seminars) were conducted this summer to motivate and update district and club leaders about the Rotary Foundation, Public Image, Membership and other topics of interest for the current Rotary year. The Seminars were organized by the regional coordinator teams and conducted in Erlanger, Kentucky, Gardendale, Alabama, St. Louis, Missouri and New Orleans, Louisiana. The Membership Growth Opportunities program sessions were held on Friday afternoon with other topics covered on Saturday. The Regional Leadership Seminars were a huge success with a record-breaking total of 245 district and club leaders participating in the Saturday sessions and 186 attending the MGO sessions on Friday. RI Director Karen Wentz attended two of the seminars and sent a video greeting to the other two.

Photos right and above by Greg Landry

Photos below by Thaddeus Rex. You can find more of his photos at flickr:
St. Louis & NOLA: https://flic.kr/s/aHskhvH1Vq  Gardendale: https://flic.kr/s/aHskgykYpd
2014-15 Annual Fund giving exceeds $123 million goal

Dedicated Rotarians around the world joined together to achieve another record-breaking year of giving to The Rotary Foundation. Preliminary figures indicate we exceeded the 2014-15 Annual Fund goal of $123 million. This success was possible through your leadership and the increasing support from districts, clubs, and friends of Rotary.

Amazon Smiles for TRF

You Smile, Amazon Gives to The Rotary Foundation

Frequent or even occasional Amazon shoppers: do you know about Amazon Smile? If you enter the Amazon sight through this special portal you can designate a charity of your choice to receive a percentage of your purchase dollars.

Go to www.Smile.Amazon.com, log in with your regular Amazon user name and password, select “supporting”, continue following directions, and then select a charity from the dropdown list – the list includes The Rotary Foundation – then shop. Note: you can download an app that will take you there automatically when you shop Amazon. Or, remember to enter the Amazon through the Smile portal every time you shop.

Not all items are Smile eligible but Smile eligibility is noted on the item descriptions.

New TRF Training Course

New Foundation Course and Catalog in Learning Center

If you're looking for a way to introduce the Foundation, check out the new Foundation Basics course. Topics include a customizable PowerPoint presentation, Rotary Foundation Reference Guide, and a quiz to check your knowledge.

The course is available in English, French, German, Japanese, Korean, Portuguese, and Spanish. Find it and other courses in the rotary.org/myrotary/en/search/all/learning%2Bcenter
A full year has passed since Africa’s last reported case caused by the wild poliovirus.

Somalia was the last country to identify a new case, which occurred on 11 August 2014. While Africa has achieved an important public health milestone, the job is not yet finished. To end polio forever, all countries – both endemic and non-endemic – must strengthen routine immunization, address gaps in disease surveillance and do more to reach children who are still being missed by vaccinators.

Rotary members have played a key role in the eradication effort. They have led the way in raising funds, advocating for government support, building awareness, and mobilizing volunteers on the ground.

Full story is available at rotary.org/myrotary/en/news-media/africa-reaches-important-polio-milestone

Financial Summary Zones 30-31

From Larry Lunsford, Immediate Past Rotary International Director

With the tremendous help from our 2013-15 Zone Treasurer John Jetter (5830 TX), to whom we owe our gratitude, I am pleased to provide a financial summary report for our Zones 30-31 for the two years, July 1, 2013 to June 30, 2015 — my term of service as your Director.

Among the goals I had established as your Director, was the desire to leave the Zones treasury at the same or better levels as when I started. . . while delivering (1) first-class Institute events, (2) Heart of America International Convention events, and (3) Success Seminars, all of which that would add greatly to our Rotary fellowship and inspire us to greater service.

Because of the leadership of those Institute events in Lexington, Kentucky and Kansas City, Missouri, those Heart of America International Convention events in Sydney, Australia and Sao Paolo, Brazil, and those Success Seminars, we were indeed able to achieve this financial goal.

I encourage you to review our financial summary that has been posted to our Zones website. Use this link http://www.rizones30-31.org/our-zone/about-us/.

You will note the beginning balance at July 1, 2013 was $76,800.98, and the ending balance at June 30, 2015 was $83,843.86.

The Zones treasury has been successfully transitioned to Director Karen Wentz and Treasurer Catherine Taylor Yank.

Thank you for the opportunity to serve as your Director, and I will see you next month in Baton Rouge.
World Health Organization Wild Polio Virus Update
Week ending 12 August

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<thead>
<tr>
<th>Total cases</th>
<th>Year-to-date 2015</th>
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<th>Year-to-date 2014</th>
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<th>Total in 2014</th>
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<td>WPV</td>
<td>cVDPV</td>
<td>WPV</td>
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<td>WPV</td>
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<td>36</td>
<td>10</td>
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<td>- in endemic countries</td>
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<td>1</td>
<td>121</td>
<td>31</td>
<td>340</td>
<td>52</td>
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<td>- in non-endemic countries</td>
<td>0</td>
<td>9</td>
<td>17</td>
<td>0</td>
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**Headlines:**
11 August marked one full year without a case of wild poliovirus confirmed on the African continent for the first time in history. Six weeks are required for all remaining samples in the laboratory to be processed and confirmed negative for poliovirus before there can be more confidence in a polio-free year in Africa. To end polio for good worldwide, there is much still to be done: surveillance needs to be strengthened so that we are sure no virus continues to circulate undetected; every last child needs to be reached with polio vaccines; momentum must be maintained in Africa, and transmission must be stopped in Afghanistan and Pakistan.

**Afghanistan:** One new wild poliovirus type 1 (WPV1) case was confirmed this week in Achin district of Nangarhar, which is the first case in the province this year. This most recent case had onset of paralysis on 17 July. The total number of WPV1 cases for 2015 is now seven.

**Nigeria:** No new case of WPV1 was reported in the past week. Nigeria’s total case count for 2014 remains 6. The most recent case had onset of paralysis on 24 July 2014 in Sumaila Local Government Area (LGA), southern Kano state.

**Pakistan:** One new wild poliovirus type 1 (WPV1) cases was confirmed this week in Peshawar district of Khyber Pakhtunkhwa with onset of paralyses on 8 June. The most recent case, also reported in Peshawar district of Khyber Pakhtunkhwa, had onset of paralysis on 30 June; the location of this case is still under review. The total number of WPV1 cases for 2015 is now 29, compared to 108 at this time last year.
Seoul Convention Breakout Sessions

Call for Proposals for Breakout Sessions at Seoul Convention

Rotary’s Learning and Development team is currently soliciting proposals for 2016 Seoul Convention breakout session. Any Rotarian, Rotaractor, or approved Rotary organization (such as a Rotarian Action Group) may propose a breakout session.

Each breakout session should relate to at least one of the following themes.

- **Partnering for success**: topics such as working with corporate and community partners, other clubs or districts, or club-sponsored organizations

- **Developing leaders**: share tips and teach skills for leadership growth in Rotary, in our communities, and in business

- **Strengthening membership**: ideas for developing innovative clubs, fostering diversity, and improving member recruitment or retention

- **Promoting Rotary**: exploring ways to enhance our public image and increase awareness in our communities

- **Service and projects**: sharing project success stories, global grant best practices, and ways to create significant projects and increase sustainability

If you would like to make a proposal, please complete the electronic proposal form at [rotary.qualtrics.com/SE/?SID=SV_42TvbcAY0OuIgEB](rotary.qualtrics.com/SE/?SID=SV_42TvbcAY0OuIgEB) by 15 October. You can also download a hard copy of the form for reference at this site. If you have any questions, send them to convention.breakouts@rotary.org.

The number of spaces available for breakout sessions is limited. Proposals will be evaluated by members of the convention committee, and RI President K.R. Ravindran will confirm the final program. Notifications of acceptance will be sent in November.

Breakout session leaders and speakers must register for the convention and pay the appropriate fees.

May 28, 2016 — June 1, 2016

Dear Friends:

Today, an estimated 51 million people are displaced by armed conflict. Countless more are subjected to conflict and violence in the form of child abuse, domestic abuse, sexual abuse, bullying, harassment, and other violations of human rights. Rotary is committed to strengthening peace efforts, training local leaders to prevent and mediate conflict, and supporting long-term peace building in communities affected by conflict.

Join us in **Ontario, California, USA on 15-16 January** for the 2016 Presidential Peace Conference. Hosted by Rotary districts in California, this conference will bring together Rotary members, business leaders, and representatives from the public and private sectors to explore ideas and solutions on conflict prevention and resolution. This will be the first of a series of five Presidential Conferences highlighting Rotary’s areas of focus, which encompass some of the world’s most critical and widespread humanitarian needs.

The conference will feature world-class keynote speakers, informative plenary sessions, and multiple breakout session tracks. Attendees will have the opportunity to network with fellow leaders and take away new ideas and strategies to put into action. Visit the conference website, [www.peaceconference2016.org](http://www.peaceconference2016.org), for details on the conference program and information on how to register.

If you are working locally or abroad to alleviate conflict, or would like to learn how to do so, you will not want to miss this unique opportunity to join fellow leaders, exchange ideas, and take action. We hope to see you there!

Sincerely,

K.R. “Ravi” Ravindran  
President, Rotary International, 2015-16

Ray Klinginsmith  
The Rotary Foundation Trustee Chair, 2015-16

(from the Rotary website)

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**New “Delegation Tool” for My Rotary**

From the Rotary website:

As part of several recent updates to My Rotary, we’ve launched Delegation, a new tool that will help you carry out your responsibilities more efficiently. If you have a club, district, or regional role, you can now delegate your role-based access in [Rotary.org](http://Rotary.org) with fellow Rotary members so that you can share tasks and responsibilities to better serve your club.

Go to My Rotary to [learn how it works](http://learnhowitworks). If you have questions, contact us at [rotarysupportcenter@rotary.org](mailto:rotarysupportcenter@rotary.org).
Ian H.S. Riseley, of the Rotary Club of Sandringham, Victoria, Australia, is the selection of the Nominating Committee for President of Rotary International in 2017-18. He will become the president-nominee on 1 October if no other candidates challenge him.

Riseley says that meaningful partnerships with corporations and other organizations are crucial to Rotary’s future.

“We have the programs and personnel and others have available resources,” says Riseley. “Doing good in the world is everyone’s goal. We must learn from the experience of the polio eradication program to maximize our public awareness exposure for future partnerships.”


Endowment Fund passes $1 billion mark.

Thanks to the generosity of Rotarians around the world, The Rotary Foundation has reached a significant funding milestone. The total net assets, plus expected bequests (“expectancies”) to the Endowment Fund, now exceed $1 billion. Endowment Fund spendable earnings will provide nearly $13 million of direct financial support in 2015-16, more than double the amount five years ago.

As of 31 May, the Endowment Fund's net assets were $364.9 million. Estimated expectancies stood at $649.1 million. Combined, the Endowment Fund's net assets and expectancies are more than $1.014 billion.

Bequest Society

As of 30 June, there were 10,844 Bequest Society commitments with an expected value of $564.0 million.

Donor Advised Fund

As of 30 June, there were 255 donor advised fund accounts with a market value of $19.2 million.
**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**

**August is Membership and New Club Development Month**

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

February 24-28 — Lone Star PETS, Dallas, TX (D5830)
March 4-6 — Midwest PETS, Itasca, IL (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, D6880)
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 6740 Conference, Prestonsburg, KY (Governor Cindy Legg)
May 20-21 — District 5830 Conference, location TBD (Governor Tom DeWitt)
June 10-11 — District 6710 Conference, Louisville, KY (Governor Michael Kull)
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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847-866-3000
www.rotary.org

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