Greetings Heart of America Rotary Leaders,

On pages 4 and 5 of this newsletter we thank, honor and list the top achievements in Foundation giving in our Heart of America Zones 30-31 districts for 2014-15. I want to thank the leadership and Rotarians in all of our districts for their generosity.

I recently read then-Rotary-International-President Arch Klumph’s speech to the 1917 RI Convention in Atlanta. These were his words:

“We have called the attention of the organization this year to the possibility of a future endowment fund for Rotary. Carrying on, as we are, a miscellaneous community service, it seems eminently proper that we should accept endowments for the purpose of doing good in the world, in charitable, educational or other avenues of community progress. “

And thus our Rotary Foundation was born. A few short sentences, a guiding philosophy, a phrase that we all know led to the development of one of the most respected and effective charitable organizations in the world.

Klumph also made another powerful point in his speech.

There should be a realization that Rotary is greater than any one [person] in it, or any single club; that it is not a local movement, nor is it a national movement, but a world force that has taken on an impetus that cannot be diminished.

(continued on the following page)
Paul Harris’s remarks to the convention add another dimension:

"Individual effort when well directed can accomplish much, but the greatest good must necessarily come from the combined efforts of many. Individual effort may be turned to individual needs, but combined effort should be dedicated to the service of mankind. The power of combined effort knows no limitation."

Today, these concepts are at the core of our being as Rotarians and describe perfectly the power of our Foundation. Rotary is a world force and the impact of the combined efforts of Rotarians and clubs everywhere knows no limitation. The Rotary Foundation, created for “doing good in the world” is the vehicle through which we activate that power.

In June of 2017 we will celebrate the 100th anniversary of our Rotary Foundation and return to Atlanta for the RI Convention. The Rotarians of the world are still writing the history of the Rotary Foundation. It is being written every day with every project, with every life saved and made better. It is being written with every polio drop given and every child who, because of Rotary, walks instead of crawling crippled.

Ron and I send our warm best wishes to each of you for a very Happy Thanksgiving, replete with good food, and surrounded by loving family and friends. Family is our greatest gift and we treasure every moment with them as we know you do.

Each of you is a gift to Rotary and the world, and we thank you for your passion and commitment to Service Above Self.

Karen
Coming Attractions

RI CONVENTION
May 28, 2016–June 1, 2016
Seoul, Korea

ROTARY INSTITUTE
October 13-16, 2016
ZONES 30 & 31
Cincinnati, Ohio
Hyatt Regency

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

October 13, 2016
District Governors and
Spouses/Partners Seminar

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ROTARY FOUNDATION ACHIEVEMENTS 2014-15

Heart of America Zones 30-31

Congratulations and thank you to all district leaders and Rotarians for their generosity.

Zone 30, RRFC Floyd Lancia and Team

**Annual Fund, Top Per Capita Giving**
1st 6780 DG Jerry Wear $ 158.27
2nd 6860 DG Jerry Shepard $ 141.50
3rd 6540 DG Steve Sorenson $ 125.98

**Annual Fund**
1st 6860 DG Jerry Shepard $ 502,613
2nd 6780 DG Jerry Wear $ 498,419
3rd 6760 DG Kim Kim $ 362,770

**Polio Contributions**
1st 6760 DG Kim Kim $ 283,559
2nd 6780 DG Jerry Wear $ 177,852
3rd 6690 DG Randy Davies $ 57,364

**Endowment Fund**
1st 6860 DG Jerry Shepard $ 154,654
2nd 6740 DG John Salyers $ 144,680
3rd 6780 DG Jerry Wear $ 98,407

**Total Contributions**
1st 6780 DG Jerry Wear $ 839,675
2nd 6860 DG Jerry Shepard $ 716,839
3rd 6760 DG Kim Kim $ 671,859

**Districts Contributing 20% of DDF to PolioPlus**
6540, 6580, 6670, 6690, 6710, 6740, 6760, 6780, 6800, 6860, 6880

*(continued on the following page)*
**Zone 31, RRFC Todd Lindley and Team**

### Annual Fund, Top Per Capita Giving

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### Districts Contributing 20% of DDF to PolioPlus

5830, 6060, 6080, 6110, 6170, 6190, 6200, 6460, 6490, 6510, 6820, 6840

**Grand Total — All Funds Zones 30-31:**

$9,542,054
Seoul Korea, May 28, 2016 — June 1, 2016

**Early registration** discount ends December 15, 2015

**SCHEDULE HIGHLIGHTS —**

Prepare to be entertained, inspired, and energized by the activities at the Seoul convention. For the complete list of events, with times and locations, download the program book which will become available in May. *Here are the highlights.*

- **For Youth** — Youth Exchange events, [Young Leaders Summit](#), Rotaract event

- **For all attendees** — [3K Walk for Peace](#), House of Friendship, [Host Hospitality Nights](#), [Korea Symphony Night](#), General Sessions, Breakout Sessions, [Contemporary Ballet Evening](#)

One of the main benefits of attending a Rotary convention is the range of topics and the exceptional speakers from around the world. Some of those speakers are:

- Dananjaya Hettiarachchi, World Champion of Public Speaking, [About Dananjaya Hettiarachchi](#)

- Mark Waddington, Chief Executive Officer, Hope and Homes for Children, [About Mark Waddington](#)

- Michelle Stilwell, Minister of Social Development and Social Innovation, Legislative Assembly of British Columbia, Canada, Paralympic Athlete, [About Michelle Stilwell](#)

- Mahatria Ra, Spiritualist, [About Mahatria Ra](#)

Rotary Senior Leaders: RI President, KR-Ravindran, Rotary Foundation Trustee Chair Ray Klinginsmith, RI President-elect John Germ, RI President-nominee Ian H.S. Riseley

[Key dates](#)

[Register](#)
Polio Eradication Funding

Rotary boosts funding for Polio Eradication

Rotary General Secretary John Hewko announced an additional $40.4 million Rotary will direct to the fight against polio. More than $26 million will go to African countries to prevent the disease from returning. Rotary has also earmarked $5.3 million for India, $6.7 million for Pakistan, and $400,000 for Iraq. Nearly $1 million will support immunization activities and surveillance. Since 1979, Rotary has contributed more than $1.5 billion to polio eradication.

“Our program this evening will show how far we have come -- and what we still have to do -- to slam the door on polio for good,” said Hewko. “Once we do, not only will we end the suffering of children from this entirely preventable disease -- we will also create a blueprint for the next major global health initiative and leave in place resources to protect the world’s health in the future.”

Get on stage at the Seoul convention with Miles to End Polio

Your district could earn an appearance on the Rotary International Convention stage in Seoul. The five districts that contribute the most district designated funds (DDFs) to support the Miles to End Polio fundraising goal will have a representative from their district recognized in front of thousands of fellow Rotary members.

In addition to the top five districts earning recognition at the 2016 convention, President-elect John Germ will visit the district that donates the most DDFs to Miles to End Polio, the Rotary fundraiser linked to the annual El Tour de Tucson bicycle race in Arizona, USA.

Rotary General Secretary John Hewko and a team of Rotary staff members will cycle in the race on 21 November to raise funds for PolioPlus. Find out more about the team and how you can get involved in the fundraiser.

The deadline for qualifying contributions is 30 November.

Download the Miles to End Polio DDF contribution form

From Rotary News
Institute 2015 — Memories

Photos by Donna Landry
# October Membership Stats

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**TRF Fund Update**

Weakness in global economy lowers Rotary’s investment returns

At the October meeting of the Trustees of The Rotary Foundation, the Investment Committee advised of weaker-than-expected returns on Rotary’s investments, primarily due to negative returns in commodities and emerging-market assets.

During fiscal year 2015, which ended 30 June, the Annual Fund, excluding the operating reserve, recorded a loss of 0.2 percent; the RI General Fund was down 2.8 percent. Both the PolioPlus Fund and the Endowment Fund were up, but had minimal gains of 0.7 percent and 0.5 percent, respectively.

For the most recent quarter, Rotary anticipates negative returns for the Annual Fund, Endowment Fund, and RI General Fund owing to the impact on financial markets of global concerns about China’s slowing economy. PolioPlus Fund returns are expected to be slightly positive for the quarter.

Despite the recent negative returns, Rotary’s funds have performed well over the long term. Almost all current losses remain unrealized and The Rotary Foundation has more than enough cash to cover operating needs, though it may have to dip into funds from the RI General Fund to support Rotary’s working capital needs.

From Rotary website.

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**TRF Matching Points Incentive**

Regional Rotary Foundation Chair (RRFC) Todd Lindley and RRFC Floyd Lancia are running several “50,000 point matching programs” in districts across the Heart of America zones this year. One of these just wrapped up in Illinois District 6490. It was managed by Assistant RRFC Mike Nowobilski, who wrote the following synopsis.

When you run a program like this, keeping extensive detailed records is very important so the wishes of the donating Rotarians are met. Feel free to contact Todd or Mike to go over details on “how to” run such a campaign.

Mike’s report:

**184 Rotarians donated a total of $50,127.**

**Donation Distribution** - Nearly one-half of the donors contributed $100. On the upper end, there was one $2,500 donation, one $2,000 donation and twelve $1,000 donations.

**Was The Program A Success?— YES!** First, it raised $50,000 early in the Rotary year. Second, District Campaign Chairman Joe Mikulecky notes that the program promoted the Annual Program Fund very visibly and in a very positive light. I have seen several emails to that effect. Additionally, the Club Recognition Summaries indicate that several of the donors had previously donated only nominal amounts or had not given in a while.

Obviously, the real measure of success will be if the level of giving on June 30th increases by a material amount as compared to recent history.
Assistant Regional Rotary Foundation Coordinator Tim, and Amy Lee (District 6580 Indiana) traveled to Pakistan for National Immunization Days in November. Their stories are featured below, on the following page, and in future editions of the Heartbeat. Thanks, Tim and Amy for your service and commitment to Ending Polio Now!

My Karachi, Pakistan Adventure
Amy Lee (Rotary Club of Greenwood, Indiana)

Have you ever been afraid to go somewhere because of the unknown? I was very fearful to go to Karachi, Pakistan for a Polio National Immunization Day in November 2015. Basically the irrational fears included exotic foods, hostile people angry at Americans, and being kidnapped or shot at. My fear began weeks before this trip and become somewhat debilitating for me at times.

The day finally arrived and the journey began, but the three flights and over 27 hours of travel time did not help with most of the fears. We arrived in Karachi, Pakistan around one am, and we were greeted by a very nice man who escorted us to the front of the immigration line, to the baggage claim and then outside to meet our friend who would be our host for the next ten days; the friend had arranged protocol and we were treated as celebrities. My fear began to subside as I had made it to Karachi without incident, but the sight of security guards and military police carrying AK-47s was quite unnerving.

The time came to participate in polio immunizations. We were driven an hour or so outside of the city to a health clinic. The term health clinic was a stretch for me upon seeing this facility. This is my first time to a third-world country, and I was expecting a medical facility, what I found was one small room with a chair for the parent to sit in, while holding their child for the immunizations. In the picture (left) there were three Americans, myself, Tim Lee (Amy’s husband) and Rotarian Brad Sackrider from Arizona), standing with our backs against a wall, and the parent holding the baby sitting directly in front of us, while the health worker gave immunizations. There was no door on this room, he had no gloves on, he used no hand sanitizer prior to giving the immunizations and he let three Americans take pictures and discuss what was going on. There is apparently not a governing body such as HIPPA in Karachi, Pakistan.

Then it was my turn to give polio drops to the next children that arrived. I was so excited; I could not believe that I was finally going to be participating in helping to save a few innocent children from this dreadful disease. There were two mothers and three children, the three Americans and the Health worker, needless to say we did not all fit in the small little room. They sat on bench outside of the small room and yes it was in the outdoors. I gave drops to the three children and then gave them some bubbles that I had brought along to pass out to any children that I encountered. This was just the beginning of what I would soon consider to be the best trip of my life — and not the scariest.

Stay tuned for the December Newsletter — to hear more about my Karachi Pakistan adventures . . .
PDG Tim Lee writes:

As part of the World Polio Day festivities, Amy and I participated in a symposium to celebrate the successes and to look toward the completion of the eradication efforts in Pakistan.

The event took place on November 1st, not October 24th, due to a religious holiday. All in attendance recognized the accomplishments of only 38 cases year-to-date in Pakistan, but their optimism was guarded as Polio has shown the ability to persevere throughout the millennia.

I was able to share a few personal observations concerning changes in Pakistan during the three year span between visits, and to encourage all so that they know the World is with Pakistan in the fight to eradicate Polio once and for all.

Some points included:

- the management of emergency operation centers for the immunization campaigns,
- dedicated Rotarians and volunteers stationed at fixed locations such as bus transfer stations and rail terminals to provide 24-hour immunizations,
- the increased role of health clinics providing routine vaccinations,
- participation of clerics and religious leaders in the Polio immunization campaigns,
- better security of all citizens and visitors,
- an improved economy with construction projects everywhere,
- an overall optimism by the Pakistanis concern their futures, and
- the heightened level of surveillance and monitoring for the fight against Polio.

Tim ended his message with the following:

“Rotary International is mentioned first and foremost in the discussions of Polio eradication in Pakistan.”
District 6820 held a team training in November in Jackson, MS to launch club visioning in their district. A picture of the team is left.

Right: District 6820 Club Visioning facilitators: Rita Esterly, Greg Yank, Governor Barbara Travis, Steve Wilcox, Paul and Jen Bucurel. Paul is the District Club Visioning Chair. Greg is the Training Leader.

Membership Growth Opportunities

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”.

Zones 30 -31 Heart of America has developed a new membership program called Membership Growth Opportunities program (MGO for short). Rotary Coordinators Glen Vanderford and Ed Hardesty, along with Regional Membership Plan Project lead Greg Yank (with excellent input from RID Karen Wentz), developed this curriculum. It was pilot tested at the four Heart of America Leadership seminars this summer in Erlanger, KY, Gardendale, AL, St. Louis and New Orleans. Following these pilot tests and taking the feedback received, the curriculum was finalized. The next phase is to take this out to the districts, train their team so they can take it to their clubs however they see fit. The Rotary Coordinator teams are there to assist the districts in “rolling this out to clubs” over the next two years.

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 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 our great organization remains strong so we can change our communities and the world for the better!

To schedule a Membership Growth Opportunities program in your district, contact Greg Yank, greg@gregyank.com, Ed Hardesty edwinh1313@me.com or Glen Vanderford gv6760@bellsouth.net
Rotary Day at the United Nations

Ron and I attended “Rotary Day at the United Nations” on Nov. 7. It was a fantastic and inspiring event – one that I urge you all to consider attending in the future.

This annual event at UN Headquarters in New York City offers about 1,300 Rotarians and guests a unique opportunity to learn how we work with the United Nations to advance peace and improve the lives of those most in need. It is held in the UN Secretariat building in the Conference Center.

Prior to the event, a group of attendees met at Rockefeller Center early in the morning to appear as a group on NBC’s Today Show in the Plaza. They were quite visible wearing yellow “End Polio Now” aprons. RID Jennifer Jones was briefly interviewed on the Plaza about Rotary and polio eradication.

This year’s meeting highlighted the UN’s 70th anniversary and Rotary’s longstanding relationship with the organization. The program focused on the Sustainable Development Goals and recognized six Rotary women of action from around the world. The six Global Women of Action were honored at the event, addressed the attendees and led discussions on various topics related to their work. You can learn more about these amazing women and their projects on the My Rotary website in the “News and Media” section. We were privileged to join the honorees at a special dinner for them after the UN Day.

Rotary’s relationship with the United Nations dates back to 1945 when some 49 Rotary members acted as delegates, advisors and consultants at the United Nations Charter Conference. Today, Rotary holds the highest consultative status possible with the United Nations as a non-governmental organization.

Rotary maintains and furthers its relationship with a number of UN bodies, programs, commissions, and agencies through its extensive representative network.

Registration for the 2016 Rotary UN Day will open about third week in August. The event sold out in just eight days this year, so if you are interested, check their website at http://riunday.org/ frequently in August. Emails about the event are sent to district governors and other interested Rotarians.
Miles To End Polio

On 21 November, Rotary General Secretary John Hewko and a team of nine staffers will join Rotary members to bike up to 104 miles in El Tour de Tucson to raise funds for polio eradication. The event is one of the top cycling events in the U.S., attracting more than 9,000 cyclists each year. John, his wife Marga and the Rotary team aim to raise $3.4 million, which will be tripled by the Bill & Melinda Gates Foundation for a total of more than $10 million, for the fight to end polio. Make a contribution to help Rotary create a polio-free world at www.endpolionow.org.

RI Board and TRF Trustee Decisions

June, 2015 TRF Trustees action highlights on line now
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
November is The Rotary Foundation Month
December is Disease Prevention and Treatment Month

Important Dates

Celebrate Rotary, Cincinnati Style!

Heart of America Rotary
Zones 30 & 31

Rotary Institute
October 13-16, 2016
Pre-Institute Training
October 11-13, 2016

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, Columbus, 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)
More Important Dates

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 12-14 — Districts 6150 and 6170 Conference, Hot Springs AR (Governor Paul Ford and Governor Charles DeVore)
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)
Karen Wentz
Rotary International Director 2015–2017
Zones 30–31
kwentz42@yahoo.com

Rotary International
One Rotary Center
1560 Sherman Ave. Evanston, IL 60201
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 Editor, Jane Molloy
jabmolloy@bellsouth.net