Dear Heart of America Rotarians:

Happy New Year Rotarians! We are half way through the Rotary year 2015-16 and as I travel around the Heart of America I am privileged to witness the many creative and dedicated Rotarians, clubs and districts as they undertake service projects in their local and global communities. President Ravi’s theme has truly inspired and motivated us all to share our gifts to make world a better, safer, healthier place to live.

For Rotary leaders at every level, January is a time of reflection, renewed commitment and the beginning of a transition. It is a pivot point. For the district governors, club presidents and district leaders serving in 2015-16, it is a time to reflect on accomplishments during the first six months, to review goals, and dedicate themselves to achieving all of those goals during the next six months. Many of the district governors devoted most of their time and energy to club visits early in the year. Now is it time to focus on other goals, especially membership growth and development and the Rotary Foundation.

As the 2015-16 governors focus on achieving their goals, a transition begins in January when the district governors-elect attend the International Assembly and learn RI President-elect John Germ’s theme and goals.

Membership growth and development.

I am optimistic about the trends in membership growth and development. The report for the period ending December 31 on page 14 of The Heartbeat shows that our two zones combined are in positive figures overall – up a total of 131 members. Congratulations to Districts 6760, 6880 and 6690 in Zone 30 and Districts 6200, 6110 and 6150 in Zone 31 that lead the way.

(continued on the following page)
As you focus on membership, please remember that Zones 30-31 has resources to support our districts including:

- Rotary Coordinators and their assistants who can come to a district at the governor’s invitation to make presentations at district events and work with the governors and membership chairs to develop strategies for membership growth and development.

- The Membership Growth Opportunities program that our team can bring to your district or to groups of districts to motivate and share ideas with your club and district leaders.

- Club Visioning facilitation and training.

- Rotary International Regional Membership Officer Haris Sofradzija, haris.sofradzija@rotary.org. He can help with research, resources and ideas.

The Rotary Foundation

You will see from the December 31 Rotary Foundation report on page 14 of The Heartbeat, giving to the Rotary Foundation Annual Fund in the first six months is robust and significantly ahead of this time last year. Our goal to reach an average $100 per-capita-per-zone should be within reach, and the number of districts in each zone that reach $100 per capita is growing. Congratulations to Districts 6580, 6560 and 6540 – an Indiana sweep in Zone 30, and Districts 6060, 6080, and 6490 in Zone 31 that lead the way in Annual Fund giving.

Thank you for supporting our Rotary Foundation. Of course we give so we can “do good in the world” using the Rotary Foundation grants available to districts.

We will have a report on grant activity next month.

Thank you for being a gift to the world.

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

October 14, 2016
Emerging Rotary Leaders Seminar

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And — More from Karen

Travels with Karen and Ron

It has been a couple of months since I last wrote about our travels, so here is brief update and peek at the future.

November began in Hawaii at the Rotary Zones 25-26 Institute convened by my fellow Director Brad Howard. Ron helped with spouse training and I participated on panels on diversity and the Council on Legislation.

From Hawaii, we travelled to New York to participate in Rotary U.N. Day and a special dinner to honor the seven Global Women of Action honorees. We were in Washington D.C. in mid-November, where I was the keynote speaker at the District 7620 Foundation Banquet. We took some time off around Thanksgiving to visit family in Nebraska.

I travelled to Evanston the first week in December for the two-day Joint Board-Trustee Committee on Alumni Relations meeting. I serve as the Board liaison to the committee. From there we flew to Tulsa for a productive and fun visit with District 6110 leadership hosted by DG Larry and Nancy Long. We joined the Longs and other district leaders in Bartlesville, Oklahoma for their 100th Anniversary celebration.

December was relatively quiet in terms of travel, although there were quite a few conference calls and Webinars.

We hit the road again early in January with a visit to Columbus, Indiana in District 6580, hosted by DG Jim and Anne Bright. In addition to meeting with District leaders, we were excited to attend an Indiana University Hoosier basketball game. From there we went to District 6710 Louisville, Kentucky where DG Mike and Kathy Kull and other district leaders welcomed us warmly. We attended the Rotary Club of Louisville meeting. With over 400 members, it is one of the largest clubs in the U.S. Their vibrant meeting is a well-orchestrated and engaging production.

January brings us to a fabulous Presidential Peace Conference in Ontario, California where I wrote this story. On Sunday we traveled to San Diego for the week-long International Assembly where RI President-elect John Germ will reveal his theme and goals for next year. After the Assembly, the RI Board meets for a week, also in San Diego.

We return home on the Jan. 27, then five days later head to Chennai, India to represent RI President Ravi at a District Conference. I am told their conference will draw several thousand district Rotarians and Ron and I are looking forward to the experience.

After a brief tour in India we return home for a Cincinnati Institute Planning Committee meeting and visits with the two Ohio districts’ (6670 and 6690) leadership and Rotarians. I head for Kansas City at the end of February to meet with DG Ralph Cupelli and his team, and attend the District 6040 Foundation Banquet. March is PETS month and I will be speaking at Great Lakes PETS (Kalamazoo, Michigan), Ole Man River PETS (Natchez, Mississippi), Mid-South PETS (Nashville, Tennessee), and Show Me PETS (Jefferson City, Missouri.)

We enjoy our travels and especially the warm and wonderful hospitality of Rotarians in our zones and around the world. Service Above Self abounds in the Heart of America.

Our dog Maggie stays with family during our travels and always gives us a very warm welcome when we come home.
Heart of America at Seoul Convention

Director Karen says: “Once again — we will have a Heart of America gathering *at the Seoul Convention*. PDG Tim and Amy Lee are chairing it and continue to work with the convention concierge to identify a suitable location. We still plan on having a cocktail and Korean hors d'oeuvres reception on Saturday prior to the Korean Welcome Festival HOC event. We are continuing to look for a venue near the Welcome Festival.”

Rotary Global Rewards

**REMINDER** — Special offers exclusively for Rotarians

We would like to take this opportunity as the new year starts, to remind you about Rotary Global Rewards, our member benefit program featuring special offers that allow you to do a lot more for a lot less—no matter what you’re doing.

Whether you’re working on your club’s community projects, enjoying a night out with friends or sharing your Rotary story with someone new, you can take advantage of discounts and special offers on airfare, hotels, vehicle rentals, and entertainment.

Would you like to offer discounts from your business to other Rotarians? Help build the program by adding special offers from your own company to the growing portfolio of Rotary Global Rewards. To learn more, visit [Rotary.org/GlobalRewards](https://Rotary.org/GlobalRewards).

Please share this exciting news with your members. You’ll find promotional tools on the Rotary Global Rewards website that will help you introduce your Rotarian friends to the program.

**The good you do comes back to you**
Pakistan Polio Workers Mourned

Rotary condemns deadly attack on polio security personnel in Pakistan

Rotary members and our partners in the fight to eradicate polio offer our heartfelt condolences and express a deep sadness in the wake of a horrific bomb attack in Quetta, Pakistan, that took the lives of at least 15 security personnel on 13 January.

This tragic attack outside a polio immunization center is a stark reminder of the dangers faced by Rotary, our partners in the Global Polio Eradication Initiative, and the brave women and men on the front lines of our effort to protect all children from the paralyzing effects of polio. While the bombing will be investigated, one thing is clear: The security personnel who were killed died because their job was to protect teams of polio immunizers. We applaud the government's commitment to continue the vaccination campaign throughout Pakistan, which is one of only two countries where the poliovirus is still endemic.

Today we pause to honor the sacrifice made by the heroic police officers killed. Yet our 30-year commitment to end polio remains steadfast. Even as we absorb the horror of this bombing, we are redoubling our efforts to educate families and build confidence in the safety of polio vaccines, and to engage community and religious leaders to support our campaign.

We are closer than ever to achieving a polio-free world. Vast improvements have been seen in Pakistan, with more than 80 percent fewer cases in the country than in 2014. In order to stop polio in Pakistan in 2016, we must ensure the safety of vaccinators to reach every child.

And today, our release of $35 million in grants for polio eradication signals our determination to finish the job to which thousands of courageous individuals have committed themselves, and to never forget the sacrifices made by those who lost their lives in this effort. (Note: See more on the $35 million in grants on page 12 of this issue of The Heartbeat.)

Rotary News 13-Jan-2016
**Another Way To Give...**

**Gifts to The Rotary Foundation From Your IRA**
By Todd Lindley, Regional Rotary Foundation Coordinator Zone 31

*Please share with all Rotarians in your district —*

The law that allows you to make a tax-free gift from your individual retirement account (IRA) directly to charity has been reinstated and made permanent! Known as the IRA charitable rollover, this law no longer has an expiration date so you are free to make gifts to The Rotary Foundation from your IRA this year and well into the future.

For the last several years, we have had to wait until mid-December for Congress to act to re-approve the law allowing tax-free transfers from IRA’s to charitable foundations. We consistently get questions about it from our Rotarians, so this is great news. There are some Rotarians who have adequate income but still are mandated to take a Required Minimum Distribution from their IRA, even if they do not need the funds. They must then pay income tax on these RMD funds. This is especially great news for those folks.

The recently reinstated law allows individuals, 70½ and older, the ability to transfer up to $100,000 from their individual retirement accounts directly to a qualified charitable organization without being subject to federal income taxes on the distribution.

*Are you eligible?*

- You must be at least age 70½ or older at the time of the gift.
- You may transfer up to $100,000 directly from your IRA. This opportunity applies only to IRAs and not other types of retirement plans.
- You may transfer the funds outright to one or more qualified charities.
- The legislation does not permit direct transfers to charitable trusts, donor advised funds, charitable gift annuities or supporting organizations.

An IRA charitable rollover gift can satisfy all or part of your minimum distribution requirement, and is a great way to meet your Paul Harris Society goal through a gift to the Annual Fund!

Contact [planned.giving@rotary.org](mailto:planned.giving@rotary.org) for more information.
Institute 2015 — More Memories

Photos by Donna Landry
Engage Young Professionals Grant

From: Rotary’s Young Professionals Campaign
   RotaryYPC@rotary.org

Subject: Apply now for Rotary's Young Professionals Campaign Grant

Rotary’s Young Professionals Campaign team is excited to announce a special opportunity for U.S. clubs and districts that’s designed to bridge the generation gap and engage young professionals in new ways!

YOUR OPPORTUNITY
Selected clubs and districts will receive grant funding and support up to $15,000 from Rotary to host one of two types of events aimed at engaging young professionals.

Submit your application for a grant for one of these events:
   Renew Rotary Hold a young professionals summit in your town, across several communities, or district-wide for young leaders who already know Rotary.

   Discover Rotary Hold a young professionals summit in your town, across several communities, or district-wide for young leaders who aren’t familiar with Rotary.

To maximize impact, applicants can apply for a grant as a single Rotary club, a collaboration of clubs (up to five), a district (six or more Rotary clubs), or a collaboration of districts.

GET STARTED NOW
Build a team. Work with club and district leaders to identify highly motivated and engaged members to make up your implementation team. Designate one member of the team as the primary contact.
Develop a plan. The application requires specific information, including event goals, logistics, and budget, as well as information about the participating clubs or districts

Apply! Complete the application. This can be done by the primary contact or someone else on the team. Deadline for completed applications is 5:00 CST on Friday, 12 February.

Note: This funding opportunity is open only to clubs and districts in the United States.

Questions? Email RotaryYPC@rotary.org

ABOUT THE YOUNG PROFESSIONALS CAMPAIGN
Rotary’s Young Professionals Campaign is a unique opportunity for our organization to develop innovative strategies to attract and engage young professionals and to equip and empower Rotary clubs to put those strategies into action. Through research, social media outreach, and the testing of new creative concepts, Rotary is learning more about how young professionals view Rotary, why they volunteer, and how they make meaningful connections with other leaders. This campaign was made possible by a generous donation from a Major Donor.
Recently, Past District Governor Steve LaRoche, District 6580 wrote: “What a special District 6580 planning session today in Vincennes! So many great ideas.”

The occasion — Director-nominee Greg Yank and Past District Governor Elizabeth Usovicz led a strategic planning session in Vincennes, IN. They were invited by DGE Laura Carie. James Bright is District Governor.

New Member Tools

New online process makes it easy to follow up on prospective members

Tracking your membership leads is easier than ever. District leaders and club officers can now review inquiries from prospective, referred, and relocating or returning members -- all in one place.

Sign in to My Rotary and visit the Club and District Administration pages to discover how easy it is to manage your online membership leads and review reports. You’ll also find guides to help walk you through the new process.

To refer a member or begin the process of changing clubs, visit the Member Center. If you’re not a Rotary member but are interested in joining us, you can learn more about club membership. Download the Connect to Membership Leads

Learn about the membership process

Rotary News 7-Dec-2015
Has Your Website Been Rebranded and is it Mobile-Friendly?
By Greg Maciolek, Regional Rotary Public Image Coordinator, Zone 30

One of RI President Ravi’s activities for Public Image on his Presidential Citation is to:

Update club website and social media using Rotary’s visual identity guidelines. You can get details by visiting Rotary Brand Center at www.rotary.org/brandcenter. This is a key component of presenting a uniform image to the world. This is also an opportunity to update your website and make it fresh and attractive and informative. Keep that in mind, you should also be sure your website is mobile friendly.

Here are some suggestions regarding mobile friendly websites.

You can see if your website is already mobile friendly by going to https://www.google.com/webmasters/tools/mobile-friendly/ and typing in your website’s domain name. The Google site will evaluate your site for its mobile friendliness.

If you are in search of a new website, be sure that your new site is mobile friendly.

Why you ask? The desktop version of a site might be difficult to view and use on a mobile device. The version that's not mobile-friendly requires the user to pinch or zoom in order to read the content. Users find this a frustrating experience and are likely to abandon the site. Alternatively, the mobile-friendly version is readable and immediately usable.

Mobile is critical to your attracting both members and other interested people and will continue to be so – make sure visitors can have a good experience on your site when they’re visiting from their mobile devices!

Additionally, keep your website and Facebook page updated and interesting. We have a lot to be proud of in Rotary and we need to tell our story. Let me know if you have any questions about websites, social media and public image. Greg.maciolek@imrtn.com. 865-675-5901 x230.
Rotary is releasing $35 million in grants to support polio immunization activities and research in nine countries, including Afghanistan and Pakistan.

The funds will build on last year’s historic achievement of stopping the transmission of the wild poliovirus in Nigeria and all of Africa.

“We are closer than ever to achieving a polio-free world,” says Michael K. McGovern, chair of Rotary’s International PolioPlus Committee. “To ensure that no child ever again suffers the devastating effects of this disease, we must all ensure that the necessary funds and political will are firmly in place in 2016.”

The funds announced this week include $11.4 million in Pakistan and $6 million in Afghanistan, the two remaining polio-endemic countries. Funding will also support immunization activities in several countries still at-risk, including Nigeria ($5.5 million), Ethiopia ($4.1 million), Chad ($2 million), Somalia ($1.8 million), Cameroon ($1.6 million), Iraq ($1.6 million), and India ($618,000). An additional $355,000 will be allocated to polio research.

Learn how you can help us eradicate polio
Give to end polio
Rotary News

13-Jan-2016
## December Membership Stats

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The year of 2016 holds a special celebration, as Pope Francis has designated it as the Holy Year of Mercy. RI President, Ravi Ravindran stated: “I am pleased to bring you the good news that His Holiness Pope Francis will give Mass to Rotarians at St. Peter’s Square, Rome on the 30th April 2016. We will have 8,000 seats reserved for Rotarians.

“It is my great pleasure to invite you to join me in Italy on this day when we will celebrate the Jubilee of Rotarians, a special event hosted by Rotary District 2080 and the Vatican.

“In addition, I inform you, that local Rotarians will host a special celebratory dinners and plan a service project for attendees.

“This is a tremendous honour to us and will raise Rotary’s status across so much of the world.

“For more information, please visit the Jubilee of Rotarians website. Registration will open 18 January 2016.

“This Jubilee, as established by Pope Francis, is known as the Holy Year of Mercy. It marks the time of forgiveness and reconciliation; of solidarity, hope, and justice. It is a commitment to serve with joy and in peace across the world even as we continue to Be a Gift to the World.”

For more information please see [http://www.rotary-jubilee2016.org](http://www.rotary-jubilee2016.org). Note: the website is in Italian, so you will need to use Google Translate.
January is Vocational Service Month
February is Peace and Conflict Prevention 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)
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
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www.rotary.org

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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