From Director Karen . . .

Dear Heart of America Rotary Leaders:

February 23 — Rotary’s 111th birthday. It is a time to reflect on how our organization has grown and changed over that time, and become the premier humanitarian and service organization that we all know. Many things have changed in Rotary but our Core Values, once solidified in the early years, remain the same: Fellowship, Integrity, Diversity, Service, and Leadership.

Of course our clubs are the heart of Rotary around the world. Each is unique in the ways Rotarians come together to serve. This diversity and adaptability is Rotary’s great strength. Ron and I see that over and over again as we travel to our Heart of America districts and around the world.

In addition to Rotary’s birthday, February is World Peace and Conflict Prevention/Resolution Month. Promoting peace and global understanding is a central component of our mission. Consider a few of the many ways that Rotary and Rotarians works for peace and conflict resolution.

- Rotary Peace Centers – Each year, up to 100 Rotary Peace Fellows are chosen to participate in a master’s degree or certificate program at one of our six university Peace Centers.

- Area of Focus: Peace and Conflict Resolution – This is one area of focus for Rotary Foundation grants.

- Rotarian Action Group for Peace

- Peace Conferences and Symposia such as the recent Presidential Peace Conference in Ontario, California.

(continued on the following page)
Much has happened since I wrote my message for the January *Heartbeat*. RIPE John Germ announced his theme at the International Assembly: “Rotary Serving Humanity.” The Assembly program was outstanding and our DGEs are motivated and have the tools to lead their districts in 2016-17. See the article about the new theme on page 12 of this issue.

Immediately after the International Assembly, the RI board of directors gathered for its winter meeting.

In early February, Ron and I represented President Ravi at the District 3230 Conference in Chennai, India. A conference in India is very different from a typical conference in our zones. There were 1,800 registrants, although not everyone was there all the time. We were photographed more times than I can count and were asked to pose with conference participants continuously. I made numerous award presentations. We very much enjoyed attending small dinner parties in the homes of the district governor and the conference chair. They promised us “non-spicy” food but their definition did not coincide with ours all the time. We visited several outstanding club projects that focused on the education of girls, especially underprivileged girls and orphans. I presented the print “Be A Gift to the World” by artist PDG Rod Buffington (D6460 IL) to District Governor C. R. Raju.

Rotary Foundation Annual Fund Contributions

Zones 30 and 31 Rotary Foundation Annual Fund Contributions are running significantly ahead of the same time last year and nearly every district is showing gains from last year. Please see the Rotary Foundation report on p. 8 to see how your district is doing. Congratulations and thank you for your commitment to our Foundation. Zone 30 contributions are 17.5% ahead of last year and Zone 31 contributions are 4.5% ahead of last year. Next month we should see a number of districts exceeding $100 per capita. Last year 13 of the 26 Heart of America districts broke that threshold. The number should be much higher this year and I think it is realistic to have all 26 districts exceeding $100 per capita. Thank you district governors and your teams for making our Foundation a priority.

**P.S — PHOTOS NEEDED FOR ZONES 30-31 WEBSITE**

We need photos from our districts for the Zones 30-31 website! Please take a look at our beautiful website, [www.rizones30-31.org](http://www.rizones30-31.org), designed by the Zone Technology Coordinator and Webmaster PDG Mike Brown (D6690 OH). The photos are stock photos and we would like to see the site personalized with photos from Zones 30-31 projects. Photos can be of either local or international projects. Photos should be action photos like the ones on the website – not a group of Rotarians posed in a lineup. They also must be high resolution. The minimum size for the images would need to be 1800 px wide by 1200 px in height. DPI would need to be at least 180. The file size per individual image should not exceed 8Mb.

If you have a photo to submit, please send it to Mike Brown, [dg2012@district6690.org](mailto:dg2012@district6690.org). Identify the district and provide a couple of lines about the project.
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

TBA
Emerging Rotary Leaders Seminar

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Heart of America at Seoul Convention

Fellowship Event & Dinner  May 28  5pm

CONNECT WITH FRIENDS

Mayfield Hotel    Bell Tower Garden
$75 per person

GET TICKETS: rizones30-31.org/events/ri-convention/
Chair: Tim Lee, PDG, ARRFC  timlee0910@aol.com
Market Trends in Membership and What We Can Do . . .
By Glen Vanderford, Rotary Coordinator, Zone 30

To put it mildly, the stock market is off to a strange start this year. As share prices fall and some companies continue to grow their businesses, earnings, and dividends, we begin to see better and better values.

In the short-term, all stocks can act somewhat similarly. However, over the long-term, the great companies will separate themselves from the rest.

In Rotary, our portfolio is comprised of some of the highest quality clubs (our stocks) on the planet. Over the coming months, we want to feature some of these great clubs. The goal is to help you visualize what a successful club does -- and why it’s successful.

Prosperous businesses focus on keeping their customers by giving them the product that they need and want. This past year, the Rotary Coordinator teams in Zone 30-31 lead productive district discussions to that end. The first step in finding out what our customers want is through the process of club visioning. Some districts in our zones already have visioning teams, but several have recently initiated teams for their districts.

The Visioning Facilitation Council (a group of Rotarians who developed the visioning process for Rotary clubs) has deployed several teams to train district facilitators to support and strengthen clubs. Greg Yank is our regional leader and he is leading an effort to work with the Zones 30-31 districts on this process.

Greg, Ed Hardesty and I are available to develop the visioning teams in your district. We will assist with scheduling and will travel to your district to conduct the Membership Growth Opportunities Seminars for your clubs’ leaders.

There are also resources describing the process on the Zones 30-31 website at Clubs & Membership | Rotary Zones 30-31.

Contact us if you want more information on membership growth opportunities: Greg Yank, Membership Project Lead greg@gregyank.com, Glen Vanderford, Rotary Coordinator Zone 30, gv6760@bellsouth.net, Ed Hardesty, Rotary Coordinator Zone 31 edwinh1313@me.com.

As a Martin Luther King Day project, Alan raised $1,625 for "End Polio Now" through the sale of his two books.

Alan is the son of Bloomington (IN) Rotary Club Executive Secretary Pam Martindale.

We plan to recognize him at the April 9 District Conference in Bloomington.

Alan (front in red sweater) poses with Rotarians Ron Appuhn, RI Director Karen Wentz, DG Jim Bright, Bloom-ington Rotary Club President Sara Laughlin, PDG Tim Lee, and Amy Lee.  (Photo by Anne Bright)

Jubilee of Rotarians in Rome

Last month’s Zones 30-31 newsletter contained information about the Jubilee of Rotarians, a special event hosted by Rotary District 2080 and the Vatican in Rome, Italy on 30 April. His Holiness Pope Francis will cele-brate a Jubilee mass at St. Peter’s Square, where 8,000 seats will be reserved for Rotarians, as well as friends and family.

On the preceding day, a special dinner has been planned by the Italian Rotarians where a representative of the Holy Father will convey special greetings. A website in English is now available at www.rotary-jubilee2016.org/. The registration deadline is 15 March.
### January Membership Stats

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<th>Membership July 1 2015</th>
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## January TRF Giving Stats

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### Totals for Both Zones

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GoyangKINILX Convention Center
Target Group: world-wide leaders ages 19-35 years old

Entrance YLS Registration Fee: US$100 (Residents living in Korea need to pay US$200)

**YLS Participants’ Benefits:**

1. Participation to the 2016 RI Convention (Except for events which require the purchase of a separate ticket)
2. Accommodation, meals, and local transportation
3. Free gifts and souvenirs as available
4. The first 200 registrants receive a Samsung Galaxy Tab (Offer presented on site)

Rotarians may register for YLS only if they register for the 2016 RI Convention

**Registrants —**

1. You must participate in all of the official YLS Programs
2. You must participate in 10 hours of service during the RI Convention — service will be guided by the YLS Committee
3. Bring one children’s book in local language to donate to library for multicultural/multinational children in Korea

Registration YLS Office (email: 2016yls@riconvention2016.org)
A Rotary Coordinator’s View
By Ed Hardesty, Rotary Coordinator, Zone 31

For many years in Rotary we have recognized the seriousness of our membership crisis. We have watched our largest clubs shrink and some of our smallest clubs close their doors. We have experienced the loss of a director from the United States following the last rezoning. The Council on Legislation has passed legislation to liberalize attendance requirements and classification standards. We have seen the establishment of satellite clubs and other innovative club structures and practices. We have established a new brand and a new voice. All of these actions have been directed at stemming the tide in terms of our membership losses. There are exceptions to this trend as evidenced by recent reports that indicate that some clubs are growing and that some districts are building new clubs. What, however, is preventing the steady growth in all of our clubs and districts that we so strongly desire?

The present culture in many Rotary clubs and districts has allowed us to become complacent and accept things as they are, rather than striving for what is possible. In many clubs we have become a victim of our own success. We experience strong fellowship and do great deal of good in local communities through our club projects. We have leadership givers who support our Foundation enabling us to change lives throughout the world through Foundation grants. We are rightfully proud of our accomplishments and can point to our many successes. We cannot, however, continue on this path and to expect the same results to continue indefinitely. We must change our culture to one that focuses, not just on our many projects and wonderful fellowship, but a culture that is centered on attracting new members, engaging our present members, and building new clubs to serve needs that our current clubs are unable to meet.

We have the blueprint for this change in culture. In addition to our Club Visioning Activities, we need to expose every district and club in our Zones to our Membership Growth Opportunities program. It is the tool that will turn the tide in our battle to remain relevant through strong and growing clubs.

If your district has not scheduled a Membership Growth Opportunities event, schedule one today. Our Rotary Coordinator teams and Project Lead for Membership are ready to come to your District to help you change your membership culture through our Membership Growth Opportunities program. Implementation in every club and district in our zones is critical to our success. The world needs Rotary more than ever today. The need to serve humanity will only increase in the future. Rotary must be there. Contact a member of your Rotary Coordinator team, and let us assist you in your journey keep Rotary strong in your district.
RI Convention Events

Inspire a Child
Donate an illustrated book

We are opening a “World Children's Library” for local children at the 2016 Rotary International Convention.

Why don’t you show your love for others by donating a children’s illustrated book and joining this service project during the convention!

Process of donating books

- How: Bring 1 book for children on the way to the convention
- Place: Submit the book at the registration hall
- Time: 28 May ~ 1st June
- Possible # of Books for Donation: More than 1
- Qualified books: Books that can be read by 7 to 13 year old children (Picture book, Fairy tale book, Natural science, Biography, History, Society, Culture, Comic book, Animation etc.)
- Not qualified books: Damaged books, Discolored books, suggestive or violent books, books that have no titles, books that are related to any specific religion, copied books

Volunteering

- Volunteering Criteria: Reading a book to children, Arranging books, Cleaning the library
- Volunteering date: During convention (TBA)
- How to apply?: Visit HOC homepage and fill out the forms and email the application form to HOC
- Registration period: 2016.3.1 ~ 2016.4.30
- Announcement: May 1st. Notice to individuals will be given by email. In addition the lists will be posted on the HOC homepage
- Inquiry
  - Email: book@riconvention2016.org
  - HOC Homepage: www.riconvention2016.org

2016 Rotary International Convention, Goyang KINTEX, Korea 「World Children’s Library」

Young Leaders Summit 2016 Contest (#YLS2016Contest)

WIN AN ALL EXPENSES PAID TRIP TO THE YLS & 2016 RI CONVENTION at GOYANG, KINTEX!

Enter Here / More Information: tinyurl.com/YLS2016Contest

- Category: Make a short video about one of the two themes (((1) How will you be the gift to this world?; and (2) What are world issues Rotary should challenge in the future?) and win US$1,000 and all expenses paid trip to the Young Leaders Summit (YLS 2016) and the 2016 Rotary International Convention that includes lodging, food, and travel!

- Eligibility: Anyone 35 years of age or younger

- Video Duration: 3 minutes or less

- Timeline / Schedule:
  - Final Submission Date: 28 Feb 2016
  - Initial Judging for Top Prospective Winners: 1 March ~ 15 March, 2016
  - Online Voting: 16 March ~ 31 March, 2016
  - Announcement of finalist: 10 April, 2016

- Tell a story
- Give a speech/presentation
- Art
- Rotation Foundation: Be a friend to the world
- Rotary International Logo with band Art
Rotary’s founder, Paul Harris, believed that serving humanity is “the most worthwhile thing a person can do,” RI President-elect John F. Germ said, and that being a part of Rotary is a “great opportunity” to make that happen.

Germ unveiled the 2016-17 presidential theme, *Rotary Serving Humanity*, to incoming district governors on 18 January at the International Assembly in San Diego, California, USA.

“I believe everyone recognizes the opportunity to serve Rotary for what it truly is: not a small opportunity, but a great one; an opportunity of a lifetime to change the world for the better, forever through Rotary’s service to humanity,” said Germ.

Rotary members around the globe are serving humanity by providing clean water to underdeveloped communities, promoting peace in conflict areas, and strengthening communities through basic education and literacy. But none more important than our work to eradicate polio worldwide, he said.

After a historic year in which transmission of the wild poliovirus was stopped in Nigeria and all of Africa, Germ said we are closer than ever to ending polio.

“We are at a crossroads in Rotary,” he added. “We are looking ahead at a year that may one day be known as the greatest year in Rotary’s history: the year that sees the world’s last case of polio.”

Last year’s milestones leave just two countries, Afghanistan and Pakistan, where the virus still circulates. Polio would be only the second human disease ever to be eradicated.

When that moment arrives, it’s “tremendously important” that Rotary is ready for it, said Germ. “We need to be sure that we are recognized for that success, and leverage that success into more partnerships, greater growth, and even more ambitious service in the decades to come.”

Germ, a member of the Rotary Club of Chattanooga, Tennessee, USA, encouraged attendees to return to their clubs and communities and spread the word about Rotary’s role in the fight for a polio-free world.

“People who want to do good will see that Rotary is a place where they can change the world. Every Rotary club needs to be ready to give them that opportunity,” Germ said.

Enhancing Rotary’s image isn’t the only way to boost membership. “We need clubs that are flexible, so our service will be more attractive to younger members, recent retirees, and working people.”

He added: “We need more willing hands, more caring hearts, and more bright minds to move our work forward.”

By Ryan Hyland, *Rotary News*
Judy Germ, spouse of RI President-elect John F. Germ, addresses spouses of district governors-elect on 18 January, spelling out ways they can play an active role on an all-star team in the coming year. “Work hard, and have fun,” she advised.

Photo Credit: Rotary International/Alyce Henson

**International Assembly 2016**

**DGE 6880 Barry Caven wrote to his classmates:**

As we near the end of this fabulous week of learning and fellowship, it is easy to fall into the emotion of just how genuinely impactful this week has been. These feelings may be quickly abandoned with the expectation of getting home to our loved ones and community.

This morning, shortly after dark o’clock had passed, my wife opened the blinds in our room to expose the beautiful sunrise – something we had not seen most of this week.

It dawned on me (no pun intended!) that this is the sunrise of our Governorships. That we can go to our communities with all the new-found information and newly-discovered resources and friends from around the world and do our part to help Rotary Serve Humanity.

I am ever so grateful to have a group of classmates and spouses like each of you — so caring, knowledgeable and strong in your leadership. You are a part of my Rotary life and personal life. I thank God and Rotary for placing you there.
Find resources for planning your centennial celebration

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

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

Find more ideas in "Rotary's Foundation Is Turning 100," in the January issue of Rotary Leader

Watch and download A Century of Doing Good video

Order The Inspiring Story of the Foundation's First 100 Years on shop.rotary.org

A new email purporting to be from Rotary Foundation Trustee Chair Ray Klinginsmith is targeting Rotary members. The email falsely claims that members can become End Polio Now ambassadors if they email club information to a Gmail address within 48 hours.

The fraudulent email has the subject line “BECOME AN END POLIO AMBASSADOR” and is sent from a fake email address.

This is a scam. Rotary staff is working to resolve the issue. Avoid being the victim of scams by deleting any email that appears suspicious.

Rotary News
“What’s an RPIC?”
By Greg Landry, Rotary Public Image Coordinator, Zone 31

Rotary Public Image Coordinators are experienced Rotarians who volunteer to help Rotarians at the club and district level with public relations and media outreach. Using their communication knowledge, they can help the leadership of your club or district as consultants, advisors, or trainers to more effectively tell Rotary’s story and publicize your projects.

The more effectively we share Rotary’s work, the easier it will be to inspire others, build membership, retain current members, and increase donations to our Foundation.

So, how can you take advantage of your RPIC’s help? Here are a few “best practices”:

- Tell them about your upcoming projects, fundraisers, or significant meetings
  - Invite them to do Public Relations training at your PETS or District Conference
  - Ask them to review your press releases, publications, newsletters, websites, etc.
  - Assure your club or district Public Relations chairperson, webmasters, and bulletin editors know how to get in touch with them, and what help they can provide
  - Send them pictures of your events, fundraisers, and projects to share more widely

Your RPIC for Zone 30 is Greg Maciolek, who can be reached at: greg.maciolek@imrtn.com, and for Zone 31 it is Greg Landry, who can be reached at: greg@la-law.org.

Both RPICs are available to review websites, news magazines, Facebook pages, etc. to make suggestions for improvements, content and compliance with Rotary’s voice and visual identity guidelines.
Rotary Direct
From the Rotary International website, submitted by Rotary Regional Foundation Coordinator Zone 30 Floyd Lancia.

An easy and convenient way to financially support Our Rotary Foundation

Rotary Direct is the Rotary Foundation’s recurring giving program and according to Fundraising Fundamentals one of the best ways to strengthen giving in your district. Rotary direct helps-

Dramatically increases giving- In studies donors have generally given at least 100% more money once they sign up for a monthly giving program. In some cases, the rise is even more dramatic – up to 1200% higher!

Build a better relationship with your Rotarians- Monthly giving programs can help draw donors closer to your organization. They become among the best people to approach for special events, and they are most likely to bequeath money to your organization in their wills.

Rotarians will keep giving longer- “The drop-off rate is so low – usually two to eight percent per year – that many of these donors will continue giving a decade or longer after they first sign up.

Monthly recurring giving is predictable- guaranteeing a minimum level of giving every month.

Monthly recurring giving is convenient- no checks to write, no reminders needed, and the elimination of time and money wasted on mail and phone solicitations.

The most important reason of all is that Rotary Direct strengthens Our Rotary Foundation and supports those good works that are important to you and your Rotarians!

For Rotary Direct sign up at: Rotary.org, sign in to My Rotary, then Rotary Direct - Rotary’s recurring giving program - form
February is Peace and Conflict Prevention/Resolution 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, 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)

RI Board and TRF Trustee Decisions

October, 2015 TRF Trustees action highlights on line now

October, 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
Contact Information

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