Dear Heart of America Rotary Leaders:

March and April have been jam packed months – so much so that we did not have a newsletter in March.

Rotary March Madness – that’s what I called March. It was the month for multi-district PETS. I attended and spoke at four of them encompassing 15 of our 26 districts: Ole Man River in Natchez, Miss., Mid-South in Nashville, Tenn., Great Lakes in Kalamazoo, Mich., and Show Me in Jefferson City, Mo. It is heartening and rewarding to be in the midst of the club presidents-elect and district governors-elect. They are eager, motivated, sincere and truly committed to “Rotary Serving Humanity.”

In the midst of all the March madness, Ron and I spent a week in Evanston at World Headquarters where we assisted with the orientation program for the next group of Rotary Directors.

The madness continued into April. Two days in Evanston for meetings prior to the Council on Legislation, nearly a week at the Council on Legislation, then back to Evanston for a regular three-day Board of Directors meeting.

As you all know, our triennial Council on Legislation met in Chicago earlier in April. One representative from every district in the world gathered to vote on proposed enactments from Rotary clubs, districts and the RI Board. The Council is the only body that can change RI’s Constitution, RI By-laws and the Standard Club Constitution.

(Continued on the following page)
Director’s Report (continued)

There was a special Heart of America connection to this Council. PDG Duane Benton (D6040 Missouri) served as Council Chair. Duane did a superb job keeping debate on track, insuring all sides of an issue were adequately aired, keeping each speaker within the time limit and insuring voting was conducted properly. Thank you Duane and Co-Chair Mike Webb (Great Britain.)

Hailed as the most progressive Council ever held, legislation was passed to allow clubs great flexibility in meetings, attendance, classifications, and membership. Virtually the only requirement is that clubs meet at least twice per month. A club may operate within the traditional framework (the old Standard Club Constitution) or may make a number of changes to create the flexibility to meet contemporary needs. You can read more about the Council on pages 7 and 8.

We were so glad to be home for a few days before attending the District 6820 Conference in Jackson, Mississippi. While there we met Clara Smith, granddaughter of Past RI Director Allison Grant Brush (director 1937-38,) who was the first recipient of a Paul Harris Fellowship when the recognition was established in 1957. She had many interesting Rotary stories to tell.

Membership growth in the Heart of America has shown some excellent gains as of the end of March. Zone 30 is up 226 members and Zone 31 is up 213 members. This is excellent progress and reverses a long downward trend. There is still plenty of time left in the year to promote attracting and engaging members. Congratulations to DG Bill Shula in D6670 Ohio who leads the way in Zone 30 with a net gain of 53 members. Congratulations to DG Paul Ford in D6150 Arkansas who leads the way in Zone 31 with a net gain of 71 members. See the complete Membership Report on page 17 of “The Heartbeat.”

Thank you to all the district governors, and district and club leaders who have focused on membership this year. Our members are our lifeblood and our customers. We need their hearts and hands to continue to do good in the world.

The Heart of America clubs and districts continue to increase their support of our Rotary Foundation’s Annual Fund. Twenty two of our twenty six districts are contributing at a pace exceeding last year’s contributions, and we are well on our way to meeting our goal of $100 per capita in Annual Fund contributions for both zones.

Congratulations to DG Beth Stubbs in D6780 Tennessee and to DG Pat Cross in D6860 Alabama for already exceeding $100 per capita. Most districts have realistic opportunities to reach or exceed the $100 per capita per member goal, and there is ample time to achieve this worthy goal within the districts. See the complete Annual Fund Report for March on page 18 of “The Heartbeat.”

(Continued on the following page)
The fabulous 2016 Rotary Zones 30-31 Institute will be held October 13-16 at the Hyatt Regency Hotel in Cincinnati, Ohio. Pre-Institute Training will be held October 11-13 for DGEs and DGNs and October 12-13 for DGs.

Every Rotary leader – past, present and future – in the Zones 30-31 database will receive an e-mail soon with a custom link to take you to your customized registration information. Registration is easy if you follow the link because much to your information will be pre-populated in the registration form.

The 2016 Institute will be very special and focus on celebrating the 100th anniversary of our Rotary Foundation, the imminent eradication of polio, and peace. We have an outstanding array of speakers lined up including RI President 2016-17 John Germ, Aziz Memon – National PolioPlus Chair in Pakistan; Paul Chappelle, the Peace Leadership Director of the Nuclear Age Peace Foundation; Ann Lee Hussey, a polio survivor and activist, member of the International PolioPlus Committee, and leader of more than 20 National Immunization trips to Africa and India; David Forward, author of the Rotary Foundation Centennial history; and several Rotary Peace Fellows.

There will be two special seminars held in conjunction with the Institute. The popular Emerging Rotary Leaders Seminar will be held on Friday, October 14, 2016. A District Rotary Foundation Chair and Leaders Seminar will also be held on Friday, October 14, 2016.

There is a new approach to fee and meal payment this year. In the past registrants paid one flat fee for registration that included selected meals. The cost of the meals varies from year to year and is always increasing. This year we have split these fees (as most other Institutes do) and there are now two fees to pay. The first is a registration fee of $175 ($125 for spouse/partners) that covers the cost of operating the Institute such as speakers, venue, signs, Zone Directory, audiovisual, materials and supplies and other operating costs. In addition there is a separate “Meal Package” that covers the actual cost of meals. The “Meal Packages” vary for DGEs – DGNs, DGs, and PDGs and other Institute attendees.

The Hyatt Regency is located in downtown Cincinnati, a city of great restaurants, the new electric Cincinnati Streetcar travels in a 3.6 mile loop downtown, and many interesting things to do. We are giving you Friday afternoon and evening free so that you can take advantage of all of Cincinnati’s great food and attractions. Graeter’s Ice Cream is a must!

Institute Chair Elizabeth Usovicz and her entire team are working to make this the best Institute ever as we Celebrate Rotary Cincinnati Style!
Rotary Heart of America Summer Leadership Seminars Scheduled

The dates and locations for the Rotary Heart of America Summer Leadership Seminars have been announced. These seminars are designed for all district leaders including AGs and committee chairs, as well as interested club leader or member. They cover all that is new and important for 2016-17 to make the year a success and focus especially on The Rotary Foundation, Membership Attraction and Engagement and Public Image.

Membership Growth Opportunities Seminar

The Membership Growth Opportunities Seminar (MGO) will be conducted on the Friday afternoon prior to the Saturday Leadership Seminar and is designed to assist districts and clubs with their membership attraction and engagement strategies. Club Membership chairs are especially encouraged to come to the MGO. The program will be the same for each seminar so come to the one that best fits your schedule. For additional details see the Zones Website at http://www.rizones30-31.org/events/success/.

Zone 30
July 8-9, 2016, Erlanger, KY, Holiday Inn Cincinnati Airport
July 15-16, 2016. Gardendale, AL, Best Western Plus

Zone 31
July 1-2, 2016, St. Louis, MO, Missouri Athletic Club
July 29-30, 2016, New Orleans, Intercontinental Hotel

Rotary Foundation Major Gifts Officers in Zone 30-31

Do you want to support our Rotary Foundation in a substantial way? Do you want to donate securities or roll over and IRA to a charitable donation? The Rotary Foundation Major Gifts Officer in each zone is a member of a team of professionals who can work with people of even modest means to make major gifts to any of the Rotary Foundations funds. They help you realize your charitable gift dream by identifying various vehicles for giving. They are knowledgeable fund raising professionals who listen to donors and work with them to develop a plan for giving.

Two new Major Gift Officers have joined the Zones 30 and 31 Rotary Foundation team. Each is based within their zone and can travel to meet with potential donors anywhere in the zone. A bio and photo for each appears below. Please contact the one in your zone to discuss how you want to support our Rotary Foundation.

Steve Thomas – Major Gifts Officer Zone 30 and Andrew Kerr – Major Gifts Officer Zone 31.
Their bios and photos are on page six.
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
District TRF Chair & Leaders Seminar

What’s Inside This Issue?

Director’s Message 1
More from Director Karen 2
More from Director Karen 3
More from Director Karen 4
Coming Attractions 5
What’s Inside This Issue? 5
New TRF Major Gifts Officers 6
COL Update 7
COL — Why A Dues Increase 8
Heart of America at Seoul Convention 9
ebay and Rotary 10
TRF Centennial — Coming Soon 10
Young Leaders Summit — Seoul 11
RI Convention Events 12
Rotary Meets Here 13
Social Media Promotions 14
Rotary Service Updates 15
Young Professionals Grants 16
Membership Statistics 17
TRF Statistics 18
Rotary 2016-17 Theme 19
Important Dates (PETS) 17
Important Dates (District Conferences) 18
Contact Information 19
New TRF Major Gifts Officers

Stephen S. Thomas, J.D.
Rotary Foundation Major Gifts Officer - Zone 30

With more than 20 years of planned giving and major gift fundraising experience, Steve serves The Rotary Foundation as the major gifts officer in Zone 30. Prior to his years in philanthropy, he practiced law with the Indianapolis firm of Dunham and Associates, a law firm focused in the areas of estate and business planning.

The majority of Steve’s non-profit career has been spent in higher education. He served as executive director of legacy and estate planning with DePauw University, director gift and estate planning with Manchester University, and associate vice president for planned giving with the Ball State University Foundation.

Active in professional organizations, Steve is a past-president of the Planned Giving Group of Indiana. He is a member of the Partnership for Philanthropic Planning, the Planned Giving Group of Indiana, the Association of Fundraising Professionals, and the East Central Indiana Estate Planning Council. He also serves as a member of the Philanthropy Advisory Committee for the Ball State University Foundation.

Steve has been a frequent speaker for continuing legal education courses and has represented the Partnership for Philanthropic Planning in Washington, D.C. to lobby Congress for specific legislation favorable to the philanthropic community.

Contact Steve: Cell: 317-417-2621, E-mail Steve.Thomas@rotary.org. Steve is based in Indianapolis, Indiana.

Andrew Kerr
Rotary Foundation Major Gifts Officer - Zone 31

Andrew has served in lead fundraising positions for a number of non-profit organizations with a focus on disaster response (All Hands Volunteers) and international development (Carolina for Kibera, Kenya). He is a Certified Fund Raising Executive (CFRE), he completed Boston University’s Certificate in Professional Fundraising as well as Duke University’s Nonprofit Management Certificate Program.

Andrew has been a member of the Rotary Club of Research Triangle Park since 2004, serving in numerous roles including president (twice) and foundation chair. He is also active in District 7710, including serving on their Grants Committee and their New Generations Committee. Of particular interest, he was featured in the October 2010 issue of The Rotarian, under the headline “Young Rotarian quits job, makes service his life.” He has been voted Rotarian of the Year by his club twice, is a Paul Harris Society member, is a multiple Paul Harris Fellow, and is a member of the Bequest Society.

Andrew recently joined the staff at The Rotary Foundation as the Major Gifts Officer for Zone 31.

Contact Andrew: Cell: 919.830.3573, Email: Andrew.Kerr@Rotary.org. Andrew is Based in New Orleans, Louisiana.
The 2016 Council on Legislation may well be remembered as one of the most progressive in Rotary history.

Not only did this Council grant clubs more freedom in determining their meeting schedule and membership, it also approved an increase in per capita dues of $4 a year for three years. The increase will be used to enhance Rotary’s website, improve online tools, and add programs and services to help clubs increase membership. “We are at a moment in time when we must think beyond the status quo,” said RI Vice President Greg E. Podd. “We must think about our future.” (See following page for more information on the dues increase.)

The Council is an essential element of Rotary’s governance. Every three years, members from around the world gather in Chicago to consider proposed changes to the policies that govern the organization and its member clubs. Measures that are adopted take effect 1 July.

The tone for this year was set early, when the RI Board put forth two proposals that increase flexibility. The first measure allows clubs to decide to vary their meeting times, whether to meet online or in person, and when to cancel a meeting, as long as they meet at least twice a month. The second allows clubs flexibility in choosing their membership rules and requirements. Both passed.

Representatives also approved removing six membership criteria from the RI Constitution and replacing them with a simple requirement that a member be a person of good character who has a good reputation in their business or community and is willing to serve the community.

Also because of this Council’s decisions: A Council on Resolutions will meet annually online to consider resolutions — recommendations to the RI Board. Council members will be selected for three-year terms. They’ll participate in the Council on Resolutions for three years and the Council on Legislation in their final year only. The Council on Resolutions will free the Council on Legislation to concentrate on enactments — changes to Rotary’s governing documents. Proponents predict that the Council on Legislation can then be shortened by a day, saving $300,000.

Rotaractors will be allowed to become members of Rotary clubs while they are still in Rotaract. Proponents argued that too few Rotaractors (around 5 percent) join Rotary. Sometimes it’s because they don’t want to leave their Rotaract clubs before they have to, upon reaching age 30. It’s hoped that giving them more options will boost the numbers of qualified young leaders in Rotary.

The distinction between e-clubs and traditional clubs will be eliminated. The Council recognized that clubs have been meeting in a number of ways, and given this flexibility, the distinction was no longer meaningful. Clubs that have “e-club” in their names can keep it, however.

The reference to admission fees will be removed from the bylaws. Proponents argued that the mention of admission fees does not advance a modern image of Rotary.

A standing committee on membership was established, in recognition that membership is a top priority of the organization, and polio eradication was also reaffirmed to be a goal of the highest order.

Excerpts from the RI website. You can find items voted on and the vote total at https://www.rotary.org/myrotary/en/document/vote-totals-2016-council-legislation
There are several major changes that the Council on Legislation has voted for implementation. As with any organization, funding is always a major issue. At the 2016 COL meeting, the delegates considered the viability of Rotary’s financial future.

The Council voted to increase Rotary International dues by $4 for each year in 2017-2018, 2018-19, and 2019-20. The Council took this action with a progressive look toward the future, to address both financial challenges and the need to improve service to clubs. Nine out of ten Rotarians have asked Rotary to provide more services, but it was clear to the Council that without the dues increase, service to clubs and districts would have to be decreased.

### The $4 dues increase was needed because:

World financial markets have been very volatile and Rotary, like other organizations, has experienced investment losses.

A $4 increase will result in sufficient funding to maintain existing services and will provide a small surplus of revenues, over and above basic operating expenses and reserve targets. This additional funding can be invested in Rotary’s future.

The additional funding will enable Rotary to begin to improve the website, streamline reporting, build membership initiative and add Rotaractors to full membership.

### Although additional funding is needed, Rotary has taken measures to reduce the amount and rate of growth of expenses, including:

- Nearly $3 million savings per year by moving our data processing and software development to India.
- $400,000 savings per year by outsourcing the printing, storage and mailing of publications.
- $250,000 savings per year through the new club invoicing system.
- $100,000 savings per year through Rotary’s continued move to digital publications and reduction in printed materials.

### Rotary is well-positioned for the future

The world’s foremost membership and service organization, Rotary has remained strong through careful investment in our clubs and districts, while other membership organizations have failed or are contracting.

The $4 annual dues increase – less than 8 cents a week – combined with good stewardship, will enable Rotary to deliver to the clubs and districts what they have requested, along with providing the tools needed to attract new members and support new clubs.

Supported by the Council’s action, Rotary will have the necessary resources and capacity to prepare for and achieve a strong future.

Heart of America at Seoul Convention

Zones 30-31 Event

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
eBay & Rotary

ebay to donate a portion of auction sale proceeds

Rotary members, their families and friends can support Rotary’s work by bidding on antiques, artwork, jewelry, and collectibles through eBay Live Auctions events.

Each month, Rotary will promote on its social media outlets a set of upcoming Live Auctions events, and eBay, the world’s largest auction website, will donate a portion of all sale proceeds from those events to Rotary.

Live Auctions events enable buyers to participate in auctions across the United States -- held at such auction houses as Sotheby’s, Swann, and Freeman’s -- without leaving home. Under this proceeds-sharing agreement, only U.S. auction sales are eligible.

Check out upcoming eBay Live Auctions that benefit Rotary.

TRF Centennial — Coming Soon . . .

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
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)
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@ricconvention2016.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/YS2016Contest

- 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 an 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 finalists:
    - 10 April, 2016

Your own musical performance

Give a speech/presentation

2016yls@ricconvention2016.org
Join Leaders, Exchange Ideas and Take Action
By Glen Vanderford, Rotary Coordinator Zone 30

Thank you all for being members of this great organization. As Rotary Coordinator for Zone 30 for the past two and half years, I am excited and quite humbled to serve in that capacity.

I have been a member of Rotary International since 1979. You know we all have a story to tell. My story about Rotary is quite simple: my father was a devoted member of the Rotary Club of Memphis, who loved the network of Rotary. Fortunately for me, he taught my brother and me the object of what Rotary is all about, helping others through service and developing friendship through it’s fun and fellowship.

While in high school in the 1960s, I was honored to have participated as a Junior Rotarian in the Rotary Club of Memphis. There, began my great admiration for what Rotary stands for. Even today, I see how other students and young professionals are influenced by Rotary leaders through RYLA, Youth Exchange, Interact and Rotaract. Although I lost my father at a young age and we never had a chance to share our love for Rotary together, I have the image of him participating in all that we do through service.

So, I hope that you will continue to support Rotary and participate as much as you can. Remember the story of when you were first introduced to this wonderful organization and think about the many ways you can make a difference in others’ lives and create another story. Rotary is a shared bond that brings us together, whether it’s through family members, friendships or colleagues at work, let’s take that and give back on an individual basis.

My hope is that I can be “+1” from the standpoint of adding a new member or starting a new club. However, we all can be “+1” if we introduce just one new member to this great organization of Rotary.

I hope that you will think about who you can impact by introducing Rotary during the remainder of this Rotary year, whether it’s through a weekly meeting, a service project or a fellowship event. Over all, I hope you are having fun and enjoy Rotary as much as I do.

Thank you in being so supportive to the efforts of Rotary.

There are several resources describing the “Membership Growth Opportunities” found on the Zones 30-31 website. Please contact us for more information and scheduling a MGO event.

Greg Yank, RIDN greg@gregyank.com
Ed Hardesty, RC Zone 31 edwin131@me.com
Glen Vanderford RC Zone 30 gv6760@bellsouth.net
Using Social Media to Promote Rotary in Your Club and District
By Rotary Public Image Coordinator Greg Landry

Loosely defined as any kind of electronic user community for sharing information, ideas, content, and personal messages, the use of social media may seem to many of us a fairly new phenomenon, but in fact is almost twenty years old. With the ever-widening use of the internet, we can’t afford to overlook this tool for sharing the good that Rotary is doing. After our club and district websites, social media sites are the most important way for us to communicate, surpassing the impact of print media by two-to-one.

Increasingly used by leaders to exchange ideas and plan action, different social media tools like Facebook, LinkedIn, Twitter, Pinterest and Instagram are best suited for reaching different audiences. A recent Pew Research Center study showed that 63% of U.S. adults use one of these forms of social media, in these percentages:
- 73% use Facebook
- 31% use Pinterest
- 28% use Instagram
- 25% use LinkedIn
- 23% use Twitter.

Key points to keep in mind when using social media to promote your club or district:

- Someone should be responsible for engaging your audience in the work being done in your club and district;
- Your content should use Rotary’s brand, voice, and visual identity;
- Content must be timely if you want to attract interest and keep people coming back;
- Posting text is better than nothing, but action pictures are better than text. Pictures get 53% more likes on Facebook. Tweets with pictures get 89% more favorites and are retweeted 150% more than text-only tweets;
- Social media multiplies the number of people exposed to your message, through the networking of everyone who sees that message;
- Social media is less expensive than most other forms of spreading your message;
- Almost everyone has a cellphone which can take pictures and video at your events;
- Stories are better than “announcements”.

You can download dozens of items to help you use social media at this website: tinyurl.com/RIZonePR, and on Rotary’s website at: www.rotary.org/myrotary/en/social-media.

Your Rotary Public Image Coordinator (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. They’re available to offer public image guidance and resources to your district and club.
New Rotarian Action Group recognized:

The Rotarian Action Group Addiction Prevention (RAG AP) will help clubs and districts carry out high-impact addiction-prevention projects.

Make new friends through Rotary Fellowships: The RI Board of Directors recently recognized four new ones:

- **International Fellowship of Rowing Rotarians** plans joint travels and sporting contests for those interested in rowing. Contact chair Hartmut Jaeger.

- **Rotarian Fellowship of Corporate Social Responsibility** aims to help Rotarians address social responsibility issues as well as encourage clubs and districts to incorporate social responsibility themes into their service projects. Contact chair Gaetano Papa.

- **The International Fellowship of Rotarian Educators** was formed to promote quality education (both public and private) as well as training and development initiatives such as continuing education. Contact chair Charles Grant.

- **The 4X4 International Fellowship for Rotarians** will attract those who enjoy outdoor exploration in 4x4 vehicles while experiencing nature and conserving it for future generations. Contact chair Ida van den Bergh.

Community Economic and Development Assistance

The new Economic and Community Development Project Strategies guide can help Rotary clubs ask the right questions, identify real needs, and make the greatest possible development impact in their regions with the time, energy, and resources they have.

[Download the guide.](#)
**Young Professionals Grants**

**YOUNG PROFESSIONALS CAMPAIGN GRANTS**

*(Adapted from the Rotary International report)*

Rotary’s Young Professionals Campaign team offered a special funding opportunity for US-based clubs, club collaborations, or districts to engage a new generation of Rotary volunteers, donors, and supporters.

Completed applications reviews totaled 138. Of those, 19 applications were approved. Funding requests totaled $1,437,167.50. Approved funding total $248,095.00.

**FUN, FRIENDLY, AND WELCOMING?**

Applicants were asked to describe in three words how a visitor to their Rotary club would describe the club. Rotarians were optimistic and positive about perceptions, but also acknowledged some of the challenges to how young professionals might view their club in its current state.

**Awards were made to the following clubs in Zones 30-31:**

**Zone 30**

Applying as a Rotary club collaboration, $15,000 requested; Applicant Club: Bloomington Rotary Club;
Additional Club(s) or District(s): Bloomington Sunrise Rotary Club, Bloomington North Rotary Club

Applying as a single Rotary club, $15,000 requested; Applicant Club: Rotary Club of Cincinnati

Applying as a single Rotary district; $15,000 requested; Applicant Club: Rotary Club of Fort Wayne;
Additional Club(s) or District(s): 6540

**Zone 31**

Applying as a Rotary club collaboration, $15,000 requested; Applicant Club: Rotary Club of Fayetteville;
Additional Club(s) or District(s): RC of Bentonville, Rotary Club of Fayetteville Northside, Rotary Club of Springdale
# March Membership Stats

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</tr>
<tr>
<td></td>
<td>6860</td>
<td>53</td>
<td>3,496</td>
<td>52</td>
<td>3,495</td>
<td>(1)</td>
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<tr>
<td></td>
<td>6880</td>
<td>51</td>
<td>2,435</td>
<td>51</td>
<td>2,467</td>
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</tr>
<tr>
<td>Totals</td>
<td></td>
<td>612</td>
<td>31,677</td>
<td>605</td>
<td>31,890</td>
<td>213</td>
</tr>
</tbody>
</table>

| **Zone 31** |          |                        |                        |                        |                        |                               |
| 1         | 6110     | 79                     | 4,280                  | 78                     | 4,340                  | 60                            |
|           | 6150     | 40                     | 1,913                  | 40                     | 1,984                  | 71                            |
|           | 6170     | 36                     | 1,484                  | 36                     | 1,494                  | 10                            |
|           | 6190     | 33                     | 1,417                  | 33                     | 1,430                  | 13                            |
| 3         | 6200     | 49                     | 2,448                  | 49                     | 2,499                  | 51                            |
|           | 6460     | 50                     | 2,307                  | 50                     | 2,321                  | 14                            |
|           | 6490     | 52                     | 2,244                  | 51                     | 2,224                  | (20)                          |
|           | 6510     | 48                     | 1,549                  | 48                     | 1,546                  | (3)                           |
|           | 6820     | 48                     | 2,342                  | 48                     | 2,303                  | (39)                          |
|           | 6840     | 52                     | 2,178                  | 52                     | 2,163                  | (15)                          |
| Totals   |          | 690                    | 31,200                 | 688                    | 31,426                 | 226                           |

Total Both Zones | 1,302 | 62,877 | 1,293 | 63,316 | 439 |
# March TRF Giving Stats

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<tr>
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<tbody>
<tr>
<td>per</td>
<td>Annual Fund Contributions at Mar 31 2015</td>
<td>Annual Fund Contributions at Mar 31 2016</td>
<td>Final</td>
<td>Final</td>
<td></td>
<td></td>
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<tr>
<td>Capita</td>
<td>District</td>
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## Zone 30

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<tr>
<td>1</td>
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<td>433,731</td>
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<td>2</td>
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<td>306,273</td>
<td>396,336</td>
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<td>113.37</td>
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<td>1,067,064</td>
<td>1,068,294</td>
<td>84.97</td>
<td>45.20</td>
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</tbody>
</table>

## Totals for Both Zones

| | | Totals for Both Zones |
| Totals | | $4,108,409 | $4,625,523 | $103.92 | $73.56 |
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*
April is Rotary Maternal and Child Health Month.

May is Rotary Youth Service Month.
Important Dates

DISTRICT CONFERENCES 2016

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 TRF Trustees action highlights on line now

January, 2016 Board Decisions on line now

BE INFORMED ABOUT OUR RI BOARD AND TRF TRUSTEE DECISIONS

Summary and minutes of recent Rotary International Board Decisions
Karen Wentz
Rotary International Director 2015-2017
Zones 30-31
kwentz42@yahoo.com

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