Director’s Message

Let me start off by thanking all of you who came to the Rotary Institute in Springfield, IL this past September. I hope you found it to be motivational, educational, and an opportunity to renew acquaintances and make new friends. I am grateful to Ed Hardesty and the planning team for their good work. Remember the dates of October 11-14, 2018 for our next Institute in Montgomery, AL.

During the Springfield Institute, President Ian Riseley, Trustee Chair-elect Ron Burton and I taped a 20 minute video at the PBS station in Springfield, moderated by Elizabeth Usovicz. Click here to watch it.

Let’s keep our focus on our Zone team goals for the year as outlined in the first Heartbeat edition this past July. Membership in our two zones is up 390 through October. I am a goal-oriented person. If you set a goal, write it down and commit to others to achieve it, the chances of accomplishing are much greater.

Catherine and I had the great pleasure of each representing President Ian at district conferences, one is Scotland and one in England. The Rotary family is alive and well and doing good work!

May I thank you for first of all being a Rotarian, and secondly, for the work you do in your clubs, your districts and the zones - we all do our part to help our great organization positively move forward as we make a difference in the lives of others and in our own.

In this issue of the Heartbeat PDG Larry Lunsford writes about the importance of keeping past district governors involved in your districts and suggests opportunities for them. Larry presented his thoughts on this at a plenary session at the Rotary Institute in Springfield and it is a message all PDGs and districts need to hear. Rotary invests so much in these PDGs and it is important in my view to keep them engaged. Larry is a perfect example of that – serving in his club, district and at RI as chair of the membership committee. I congratulate Larry and Jill on being selected by RI President-nominee Mark Maloney to serve as his aides.

On page 10, Tom Ripperda lays out the club visioning process and what it can do for our Rotary clubs. I am very pleased that 21 of our 26 districts in Zones 30-31 have, or soon will have, district trained visioning teams. I have witnessed first-hand how a club which has gone through this 4 hour event gives renewed energy and focus to a club!

Also see Past Rotary International Director Karen Wentz’ article in this issue on the Board’s recent decisions on Zone Realignment. She served as a member of the most recent Rotary International Board Zone Review Committee, and has a unique insight into the process.
I thought it might be interesting for you to see in each issue of the Heart Beat how I have chosen to spend my time as your Director, carrying out my RI responsibilities:

September
- 4-10 Zones 30 & 31 Institute, Springfield, IL
- 14 Spoke at the Rotary Club of Swansea, Wales
- 17-21 Meeting of the Rotary Foundation Trustees
- 23-24 Attended induction of new members into the Arch Klumph Society
- 25-28 Meeting of the Rotary International Board of Directors

October
- 6 District 6060 Conference, St. Louis, MO
- 28-31 Represented President Ian Risely at District 1010 Conference, Scotland

November
- 3-5 Attended District 1180 Conference, England with President’s Representative Catherine Taylor Yank
- 10 Meeting with DG Jill Pietrusinski, District 6510
- 18 District 6110 Multi-year planning session, Tulsa, OK

Take it From the Top

News from Rotary International

The second 2017–18 RI Board of Directors meeting was held on September 25th - 28th in Evanston, Illinois. At this meeting, the Board reviewed eleven committee reports and recorded fifty-one decisions. Highlights and details of the board’s actions can be found by clicking here.
Lancia Nominated

Current Zone 30 Endowment/Major Gifts Advisor Floyd Lancia is the selection of the Zones’ Nominating Committee to serve as Director for the Rotary years 2019-21. Barring a successful challenge, he will formally become the nominee on December 1st and his election will take place at the 2019 Convention.

Floyd was invited to join Rotary while serving as Superintendent of Schools in Maine. With a career change, and a move to Indiana, he was invited to join the Anthony Wayne Rotary Club where he served on the board, committees and as president. At the District level he served as District Governor in 2009-10 and on numerous boards and committees. At the Zone level, Floyd has served as Endowment Major Gift Advisor, Assistant Regional Rotary Foundation Coordinator, trainer for two institutes and on two institute executive committees. At the International level, he has spearheaded numerous Matching Grant projects, including visits to Sierra Leone for water well dedications and a Polio National Immunization Day in India. Floyd and his wife Betty Lou support various non-profit organizations and are Arch Klumph and Bequest Society Members.

Grahams Join AKS

James G. "Jim" and Roberta Graham have been inducted into the Arch Klumpf Society.

Jim joined the Rotary Club of Brownsburg in 1993. He has served as the district governor (2007-08), club president (2016-17), and club Foundation chair (2016-17). Roberta joined the club in 1995 and has served as club secretary, assistant governor, and club president. Together Jim and Roberta have traveled to all seven continents and have participated in medical projects with Rotary in Jordan, Afghanistan and South Africa. To realize their goal of creating two schools, building a well, and supporting the education and economic independence of women in Afghanistan, they have visited hundreds of Rotary clubs in the United States and raised over $400,000. Both Jim and Roberta are recipients of the Sagamore of the Wabash, an award presented by the governor of Indiana for contributing to that state's culture. The two have been married for more than 60 years and have two sons, Richard and Bruce.
Membership is such a vital focus for all our Rotary clubs. We are trying flexible meeting times and formats to discover new trends in meetings and better engage members. We need to focus on each and every new member who may come through our door and offer them orientation.

At a recent zone meeting, I learned of a new idea for a member orientation meeting: invite the member and his guest, as well as any prospective members and guests, to attend an evening “welcome dessert party.” A new member may be more relaxed if accompanied to a gathering of unfamiliar people by a partner or friend. Two or three club members would also attend. The number should not exceed 10-12.

The program of the evening would proceed like this: A five minute welcome would be given, with each person introducing themselves, by name and vocation. Then a PowerPoint of basic Rotary information. The “Why Rotary?” video from RI is another resource. Rotary information would include who we are, why the club was formed, the Rotary motto and the Four-Way Test.

Then each guest would be asked: “Why are you here? What is your passion?” The member scribe assigned for the night would take careful notes of each guest’s response. Discussion time would be adjusted to let each guest offer new ideas, but within a limit of 10 minutes.

For another five minutes, members would describe current and future club projects. Afterwards, the guests would be asked: “What talent do you have? How does your vocation help in the community? What projects do you want the club to do?”

Then Rotary Foundation grants are summarized for about five minutes. Guests are asked, “What fund raising have you seen and what has been successful?” Responses are noted for future action.

The next five minute segment covers Rotary’s public image campaign and brand. Again, it is followed by questions about what the new or prospective member has learned about Rotary and what they know about us. Ask each what idea he has to promote Rotary in the community.

To finish the evening, ask each what they got out of the evening and if they, indeed, are more informed after than before the event occurred. The entire meeting should be no longer than an hour, with plenty of time to socialize before and after the substance of the meeting. Dessert and coffee are always a draw for a crowd, and with a small group a more relaxed discussion can be had. It is important that each attendee have the opportunity to participate and offer both suggestions and criticisms to help the club grow. The more enthusiastic the responses, the more information can be gleaned from the guests.

I think this is an excellent way to orient a new member and provide a healthy environment for idea exchange.
Most Rotarians are well aware of the Foundation SHARE program. Three years later, 50% of the money that is raised for the Annual Fund in each district is returned as District Dedicated Funds. This money can be spent in a variety of ways for projects in local districts which aid communities both inside and outside the district.

The money that is not sent back to the districts in the form of District Dedicated Funds (DDF) is used to fund Global Grants. Global Grants are bigger in scope than most district projects. They require a minimum spend of $30,000 - $15,000 from the club or district and a 100% match of $15,000 from the Foundation. These projects must be spent in support of one of Rotary’s six areas of focus: maternal and child health; basic education and literacy; peace and conflict resolution; clean water and sanitation; disease prevention and treatment; and economic and community development. The project must also be deemed sustainable - the good effects of the project must last over time.

Because of the good that can be done with this money, there is a tremendous amount of energy spent in our clubs and districts to meet our fundraising goals each year. For years, we have tried to raise an average of $100 per member for the Annual Fund. Zones 30 and 31 have actually exceeded that number over the last couple of years, and RI Director Greg Yank’s goal this year is that we raise an average of $115 per member.

To stimulate giving, The Rotary Foundation has a variety of recognitions and awards for those individuals and clubs that donate: Every Rotarian Every Year; Paul Harris Fellow; Paul Harris Society; Major Donor; Arch Klumph Society; Benefactor; and Bequest Society. These are all important tools which help us meet our fundraising goals.

But amidst all these numbers and goals and matches and recognitions, we as Rotarians, should not forget the most basic Foundation math: people give because of the good we do, not because of awards or goals or Foundation leverage. In other words, Money Raised Plus Great Projects = Doing Good In The World.

Our Zones have been very good at raising money (not that we don’t want to do even better). What we have not been as good at is making sure the money is spent on worthy projects in our communities and around the world. Rotary recommends that at least 25% of clubs participate in at least one Global Grant. In the latest information available, our Zones 30 and 31 have a 9.7% and 5% participation rate respectively. There is over $2 million of unspent DDF in Zone 30, and $1.6 million in Zone 31.

What can we do about this? Rotary leadership at all levels should be urging clubs and districts to do the hard work of identifying needs in our communities and the world. Rotary organizations like Heart to Heart provide great examples and opportunities to use our money for the improvement of living conditions in our own hemisphere. There are many other Rotary-affiliated organizations that specialize in the six areas of focus around the world. Your District Rotary Foundation Chairs and Grants Chairs can help clubs to understand how to connect with those organizations and spend our money in the most productive way.

Foundation Math: Money Raised Plus Great Projects = Doing Good In The World. Let’s make sure all of our Rotarians connect the dots between the money they raise and the great projects the money supports.
What is Zone Realignment?
The Rotary world has 34 zones. A zone is a grouping of districts. The purpose of a zone is to nominate a Rotarian to serve on the Rotary International Board of Directors. There are 17 elected directors, thus zones are paired to alternate the nomination of a director.

Underlying the zone structure is the concept of equal representation among the zones such that there are approximately the same number of Rotarians in each zone. The result is that the composition of the RI Board reflects the worldwide membership.

Rotary is growing or declining in different parts of the world and so from time to time the Board must take a look at the number of Rotarians in each zone to see if there is still an equality of representation. This is codified in the RI Bylaws (13.010.4) that says “the Board shall undertake, no less often than every eight years, a comprehensive review of the composition of the zones to maintain an approximately equal number of Rotarians in each zone.”

It had been more than eight years since the last review. Membership had been steadily declining in North America and increasing in India and Asia. Then-President John Germ appointed a Zone Review Committee to undertake the review and recommend zone realignments to the Board. With a worldwide membership of 1.2 million Rotarians, the target number for each zone was about 36,000.

All of the North American zones were well below that. In India, Korea, Taiwan and the rest of Asia, the numbers were often significantly above it. It was determined that two of North America’s 11½ zones needed to be removed and their districts allocated to other nearby zones to achieve the necessary target number of Rotarians. North America will effectively lose one director. In a very complex rotation, that position will rotate among several zones in India and Asia. While the number of zones remained unchanged in Europe, Africa and South America, those areas did need realignment. Significantly, Africa will now be in its own zone.

In January 2017 the Board approved the recommendations of the Review Committee and approved the zone pairings in June 2017.

Zones 30 & 31 – Outcome
Zone 30 will add three districts from Ohio. All five Ohio districts will be in Zone 30. District 6800 (Memphis, Tennessee area and northern Mississippi) now in Zone 30, will move to Zone 31. Zone 30 will have 14 districts and about 37,000 Rotarians. Zone 31 will add Districts 5750 & 5770 from Oklahoma. Zone 31 will have 17 districts and about 36,000 Rotarians. Our zones came out well in the process due largely to our location. Each zone was enlarged and no districts were lost to another pair of zones.

Implementation Schedule
Implementation will occur over several years culminating when the Board members elected in the new structure take office in July 2020. It is a very complex process – I liken it to a well-choreographed dance. It began in March 2017 when the members of the 2017 RI President nominating committee were selected and served according to the new structure.

Director nominating committees selected in Rotary year 2017-18 and meeting in September 2018 will be composed of representatives from the new structure. The 2019 Rotary Institute will be the first Institute under the new structure. The 5 new districts will be invited to the October 11-14, 2018 Institute in Montgomery, AL.

A complete list of the composition of all the new zones worldwide is available by following this link.
Roles for Past District Governors

(Excerpted from remarks given by Past Rotary International Director Larry Lunsford at the 2017 Zone Institute in Springfield, IL)

It was an honor to speak at the recent Zone Institute on the topic of Past District Governor (PDG) Leadership. It is an additional honor that Director Greg Yank has asked me to summarize some of those thoughts in this newsletter, to share with each of you as servant leaders in the greatest service organization in the world...servant leaders from Alabama to Arkansas, from Illinois to Kentucky, from Indiana to Louisiana, from Missouri to Mississippi, from Ohio to Oklahoma, and from Texas to Tennessee.

The first thing that should be done is to thank you for serving as a District Governor. I’m not sure the last time you were thanked for this incredible display of servant leadership, so, thank you.

As I began to contemplate this topic, it made me reflect on the influences of PDGs in my own life. I feel confident that you, too, have been positively impacted by those influences. There was PDG Ray Klinginsmith, whose call to his friend in my hometown Club of Macon, Missouri during my college years, led to my application for a Rotary Foundation Ambassadorial Scholarship.

Then there was PDG Stan Bull who was my Host Counselor in 1982 for my scholarship year abroad in Australia. Several years later, when my family went to Sydney, I made a point to visit him and Meg, spending the night in their home. The next morning he drove me to a meeting and I remember sitting in the front seat of his car as it was time to leave, and both of us realizing this was likely the last time we would see each other. I was reminded then of the unbelievable influence of a PDG.

In August I received a birthday card from our daughter Cara. In it she wrote, “No one is as thoughtful, caring, and invested as you”.

When I read that word, “invested” it stuck with me, since that line applies to PDGs. No one is as thoughtful, caring and invested as one who has served as a District Governor.

But sometimes, isn't it true that it is hard to stay as invested, as a year of District Governor leadership provides? So how do we keep our PDGs invested, when our Rotary Clubs need their help?

Many PDGs could do more if they knew they were valued and required to help our clubs to develop. PDGs in most districts have some structured engagement through their College of Governors/Council of Governors. In addition, there’s the PDG Fellowship.

Maybe it's time to relaunch a Speakers Bureau of PDGs in your District as a way to sprinkle that Leadership among your clubs. Or maybe it's time to reconnect with our international travel opportunities. Invest in Polio Eradication by traveling on a National Immunization Day. Become more invested in your District’s Global Grants by visiting the projects in the countries you are serving. Become more invested by participating in the upcoming International Conventions in Toronto, Hamburg, Honolulu, Taipei, or Houston.

Maybe your District needs a PDG, or committee of PDGs, to serve as Disaster Relief Coordinators. Does your District have a Donor Advised Fund with TRF, specified for Disaster Relief?

Perhaps it is time for you to reconnect in an invested way in the work of The Rotary Foundation.

Let’s go Make A Difference, with PDG leadership in Rotary...the original social network.
Roles for Past District Governors

(Continued from previous page)

If it’s been a few years since your District has pursued a **Million Dollar Dinner**, or if it has never pursued this opportunity, this may be a place for PDG leadership. My District’s Centennial Legacy Campaign included two PDGs in honorary leadership, six PDGs on the Planning Committee, and six other PDGs among our 17 Table Captains.

**What about Rotary’s special observances each month?** Is this a way to engage 15 PDGs in your District, to have them become more invested again, by having one in charge of each of these, with the goal of raising our Public Image among your clubs, and with those in your community not yet engaged with Rotary?

And of course, there is **Membership**. While there are always opportunities to be involved in Rotary Leadership Institute (RLI) training, consider also engagement with Club Visioning, Interact, Rotaract, and/or New Club Development. Let me suggest a couple of other ideas, where clubs could use your help.

One is **Membership Leads**. RI is supporting districts and clubs in growing membership with an enhanced online membership leads program that screens, assigns and tracks leads that come in through Rotary.org. These leads are sent to district leaders who are encouraged to review them and assign the leads to the most appropriate club. Last year fewer than 50 percent of these leads were followed up by districts, and less that 25 percent of those were assigned to clubs. It may be time for a PDG to serve as your district’s **Coordinator of Membership Leads**.

Another is **Rotary Club Central**. A solid update was just launched, offering streamlined goal setting and tracking by clubs. It may be time for a PDG in your District to serve as the **Coordinator of Club Engagement with Rotary Club Central** to increase use of this tool, to help with training, or to identify tech-savvy Rotarians.

Finally, is it time in your district for you to take the lead to reconnect with the youth in your middle schools and high schools, sharing **Rotary’s 4-Way Test** through essay contests and/or speech contests? These contest presentations can be the highlight of any District Conference; yet we often miss the mark in terms of full district engagement.

Here are five thoughts I hope are among your take-aways this morning.

- Thank you for your service as a District Governor of Rotary International.
- Know that as a PDG, you are valued and needed to help our clubs develop. Stay invested.
- As PDG leaders in your Districts, keep giving of yourself. Be an unbelievable influence.
- Don’t give up on your new ideas, because you know what you do with an idea…you change the world.
- Recognize there is more to your Rotary story.
I recently participated in a networking event for college students to practice introducing themselves to business professionals and engage in conversation before politely transitioning to another conversation.

During the event, I met Jana, who was studying fashion merchandising. I asked Jana how she became interested in merchandising, and she told me, “It started with a mistake I made at work.”

She works part-time selling women’s apparel in an upscale department store. One day, she sold the outfit on a mannequin. Rather than leave an undressed mannequin on the sales floor, Jana created a new outfit for the mannequin.

The following week, the store’s regional buyer summoned Jana for a meeting. “I thought I was in trouble, that I was going to lose my job,” Jana told me. The buyer told Jana that the clothing promoted on mannequins was a corporate decision, but that wasn’t her primary reason for meeting. The items worn by Jana’s mannequin had sold well in the previous week, and the buyer thought Jana had talent. She encouraged Jana to study fashion merchandising, and has continued to be a role model and mentor to her. The buyer plans to hire Jana after she graduates.

Jana’s story was the most memorable I heard that day - but what impressed me even more than Jana was the forward-thinking buyer. This woman not only recognized Jana’s budding abilities, but also had the courage and confidence in her own abilities to take the intentional step to be a mentor leader.

In Rotary, we are all servant leaders. Do we also take the opportunity to be role models and mentor leaders for the next generation of Rotarians? Do we allow them, as this merchandiser allowed Jana, to make mistakes and transform them into mentoring moments? Whether we think we are or not, we are each a potential role model and mentor for young professionals in Rotary. Here’s to the mentor leaders among us, who are paying it forward and ensuring Rotary’s future. Are you one of them?

**Monthly Webinars**

Each month, the Zones offer a webinar, covering a variety of topics including: new member orientation; membership; club and district visioning; public image; youth engagement; The Rotary Foundation; Polio Eradication; the Council on Legislation; and ethnic diversity. If you happen to miss one, you can watch it “on demand” on the Zones’ website by following this link.

There, you’ll find not only a link to the recorded presentation, but also the PowerPoint slides used in these presentations, and any handout materials, which you can download to review or use in your own club or District.
Our Zones 30 and 31 visioning lead trainer is Glen Vanderford, with the assistance of PDGs Laura Carie, Rita Esterly and Tom Ripperda. Your Zone 30 & 31 vision team was trained by the Rotary International Visioning Council founder, Past District Governor Steve Wilcox. Wilcox did his first visioning session in 1995.

In the years that followed, he and his team have trained over 140 Districts around the world with thousands of trained facilitators. Many of the district facilitators had PDGs Steve Wilcox, Joe Kovarik or Kathy Smith as their trainers. Over the past three years our visioning team has trained over 250 facilitators in 16 districts.

The training involves providing the facilitators an overview of the process. The next step is a mock visioning session with a writing exercise that we would share with our clubs. After the training team models the roles of the extractor, scribes and traffic cop/runner, attendees get an opportunity to serve in those roles several times through the day. Once we cover all topics, we explain the voting process using blue dots. The team reduces the number of items for voting to five to seven before the second round of voting, using red dots. After items listed have been counted, the summarizer tells the story of this make-believe club. There is coaching throughout the process, and facilitators have the opportunity to ask questions.

Visioning empowers club members to dream about the future of their club and set the course to become a better Rotary Club in their community in three years. Many districts offer clubs the opportunity to repeat the visioning process every three years. As one club president asking for visioning for the second time stated, 30 percent of members were not members when visioning was done the first time.

We are gathering information about the results of visioning on the districts. Since visioning is new in Zone 30, we looked at the change in members over the past two years of those districts that completed visioning training and those that did not. Of nine that completed visioning training, only two districts had a decline in members through May 31, 2017. Those nine districts averaged growth of 48 members over the two year period. The other three districts that had not done visioning training had one district with growth, and two with a decline in membership.

Over the next two years, we will be looking at other results of visioning on community and international service projects, growth in Rotaract and Interact clubs, contributions to the Rotary Foundation, and leadership development. One district shared the fact that their district watched contributions to The Rotary Foundation grow from $80 per member to over $130 in three years.

In the past, there has been concern that visioning process will take away from other programs (like RLI) being run in the Districts. RLI is developed to improve the knowledge of Rotarians. Visioning does none of that. Our purpose is to gather the ideas of all club members and help them develop a plan for the club’s future.

If your district is interested in having a trained team, call Glen Vanderford at (731)-616-3970.
2017
District Conferences
November 10-11, 2017 (Districts 5830 and 6190) Shreveport, LA

2018
PETS
March 1-4, 2018 Lone Star PETS (District 5830) Dallas, TX
March 2-4, 2018 Midwest PETS (District 6460) Itasca, IL
March 9-10, 2018 Ole Man River PETS (Districts 6190, 6200, 6800, 6820, and 6840) Natchez, MS
All-Ohio PETS (Districts 6670, 6690) Columbus, OH
March 15-17, 2018 Great Lakes PETS (District 6540) Kalamazoo, MI
Mid-America PETS (Districts 6110, 6150, and 6170) Fort Smith, AR
MidSouth PETS (Districts 6710, 6740, 6760, 6780, 6860, and 6880) Chattanooga, TN
Land of Lincoln PETS (Districts 6490, 6510, 6560, and 6580) Effingham, IL
March 23-24, 2018 Show Me PETS (Districts 6040, 6060, 6080, and 6110) Jefferson City, MO

District Conferences
April 6-9, 2018 (District 6780) Cruise
April 19-22, 2018 (District 6200) Houma, LA
April 20-21, 2018 (Districts 6540, 6560, and 6580) Indianapolis, IN
(Districts 6150 and 6170) Little Rock, AR
April 27-28, 2018 (District 6670) Springfield, OH
May 18-19, 2018 (District 6690) Zanesville, OH
(District 6760) Franklin, TN
June 1-2, 2018 (District 6710) Paducah, KY
June 7-10, 2018 (Districts 6820, 6840, 6860, and 6880) Biloxi, MS
June 8-9, 2018 (District 6740) Harrodsburg, KY

International Convention
June 23-27, 2018 Toronto, Canada at the Metro Toronto Convention Center

Leadership Success Seminars
July 13-14, 2018 Erlanger, KY
July 20-21, 2018 St. Louis, MO
July 27-28, 2018 New Orleans, LA
August 3-4, 2018 Gardendale, AL

Governors-Elect and Governors-Nominee Training Seminars
October 9-11, 2018, Montgomery, AL at the Renaissance Hotel and Spa

Rotary Institute
October 11-14, 2018, Montgomery, AL at the Renaissance Hotel and Spa
2017 District 6710 RYLA. 65 students, 12 team leaders, 10 assistant team leaders, and 8 staff members

Governor Graeme Archibald and Greg Yank at the District 1010 Conference in Columbridge, Northern Scotland

(L to R) Past R.I. Director Karen Wentz, Ron Appuhn, Lanny and Lennie Lenker, Catherine Taylor Yank, R.I. Director Greg Yank, Donna and Greg Landry, in front of the Brandenburg Gate, Berlin

Tessi Gilmer (Rotary Club of Fairfield Glade, TN) on October polio eradication mission in Ghana

Danville Sunrise Rotary (D6490) yard cleanup service project

The Rotary Club of Fort Payne, AL (D6860) celebrated World Polio Day

District 6110 RYLA, October 19th - 22nd in Welling, OK