In late June and throughout July, we held four regional leadership seminars throughout Zones 30 and 31 in St. Louis, Erlanger, KY, New Orleans and Gardendale, AL. Approximately 200 district leaders attended these all-day seminars, focusing on Membership, Foundation and Public Image. I reviewed with the groups the goals our leadership team has set for the year and provided an update on several other issues.

A four-hour Friday afternoon seminar on Cooperative Leadership for assistant governors was facilitated by Woody Northup and Brent Rosenthal for Zone 30 and Ed Hardesty and Elizabeth Usovicz for Zone 31. I have felt that AG training is done well in some districts and PETS, but not so well in others. We expect so much from them and yet as a zone leadership team have not done any leadership training. There are approximately 300 AGs in our 26 districts, 100 of whom attended these sessions. We likely will plan to do this again next year.

This newsletter features photos from the recent Rotary Institute held in Springfield, IL September 7-10. We had 350 registrants and another 200 who came on Friday, September 8 to hear President Ian Riseley speak. Many thanks to our planning team, led by general chair Ed Hardesty. The Convener and General Chair develop a special relationship over the year of planning and I want to personally thank Ed for his leadership and what I think was an excellent “value added” Institute.

In this issue of the 3M Heat Beat we feature Mike Brown, our zone technology coordinator. Many thanks to Mike for all he does to make our two zones click in technology.

See the article by Pam Stewart about the HOA event in conjunction with the International Convention in Toronto next June. Thanks to Pam and Amanda Fontaine for coordinating what I know will be a delightful cruise on Saturday night June 23, 2018.

Check out the article on our Heart to Heart program near and dear to all of our 26 districts in Zones 30-31. This is a way for clubs and districts to get involved in a global grant without having to do much work. Thanks to Ron Appuhn, who is leading this effort, and for his diligence and vision.

We started the new Rotary year with our first webinar August 28. The topic was “Membership Traction with People of Action.” Thanks to Zone 31 RPIC Elizabeth Usovicz and Zone 30 ARPIC Chuck Barnett for leading this webinar. The session featured ideas and best practices on how the new People of Action initiative can help districts and clubs increase their membership.
In late August, Hurricane Harvey brought extensive flooding to Districts 6190 and 6200 in Zone 31. After devastating southeast Texas, including the metropolitan Houston area, Tropical Storm Harvey briefly moved offshore before making a second landfall near the Texas-Louisiana border. It then carved a path northeast from District 6200, across the remaining districts of our Zones, dumping unprecedented amounts of rain as it went. Some areas received as much as 3-4 feet of rain over the course of a few days.

Disaster AID USA was mobilized to respond to the needs of our Texas neighbors. It later provided relief services closer to home. Donations are needed and can be made by check mailed to Disaster Aid USA, 9817 Lanham Severn Road, Lanham, MD 20706, or by visiting www.disasteraidusa.org and clicking on the Pay Pal button.

The Rotary District 6200 Foundation is also prepared to accept checks made payable to it with the notation: “Harvey Relief Effort” and mailed to: 2266 S. College Road Extension, Suite C, Lafayette, LA 70508.

**RCC UPDATE**

If you haven’t logged in to Rotary Club Central lately, you’re in for a pleasant surprise. Five years after its initial roll-out, it has just received a major redesign to make it more robust, faster to use and easier to navigate.

You’ll see a new, more modern interface. Pages load faster, navigation is more intuitive, and easy-to-read charts and graphs make past and current club data more accessible. Members and club leaders can view trends, plan for the future, and track progress in just minutes.

You can access Rotary Club Central from MyRotary.

**News from R.I.**

Mark Daniel Maloney, (RC of Decatur, AL) is the selection of the nominating committee to serve as president of Rotary for the 2019-20 year subject to the challenge period that ends on October 1st.

“The clubs are where Rotary happens,” says Maloney. He aims to support and strengthen clubs at the community level, preserve Rotary’s service-oriented culture, and test new regional approaches for growth.

Maloney is a principal in the law firm of Blackburn, Maloney, and Schuppert LLC. He represents large farming operations in the Southeast and Midwest and is a member of the American Bar Association, Alabama State Bar Association and Alabama Law Institute.

Maloney and his wife, Gay, are Paul Harris Fellows, Major Donors and Bequest Society members.
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:

### 2017

#### April

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>22</td>
<td>D6820 multi-year planning</td>
</tr>
</tbody>
</table>

#### May

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>20</td>
<td>D6490 multi-year planning</td>
</tr>
<tr>
<td>23</td>
<td>Heart of America Assistant Governor training, St. Louis, D6060 DG Rose Cooper’s installation</td>
</tr>
<tr>
<td>24</td>
<td>Heart of America Leadership seminar, St. Louis, Installed D6510 DG Jill Pietrusinski</td>
</tr>
<tr>
<td>26</td>
<td>Charter night Fairview Heights Midday</td>
</tr>
<tr>
<td>27</td>
<td>Installed D6560 DG Bryce Adam</td>
</tr>
<tr>
<td>28</td>
<td>O’Fallon Sunrise crossover ceremony</td>
</tr>
<tr>
<td>29</td>
<td>St. Clair County Sunset crossover ceremony</td>
</tr>
</tbody>
</table>

#### June

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>23</td>
<td>Heart of America Assistant Governor training, St. Louis, D660 DG Rose Cooper’s installation</td>
</tr>
<tr>
<td>24</td>
<td>Heart of America Leadership seminar, St. Louis, Installed D6510 DG Jill Pietrusinski</td>
</tr>
<tr>
<td>26</td>
<td>Charter night Fairview Heights Midday</td>
</tr>
<tr>
<td>27</td>
<td>Installed D6560 DG Bryce Adam</td>
</tr>
<tr>
<td>28</td>
<td>O’Fallon Sunrise crossover ceremony</td>
</tr>
<tr>
<td>29</td>
<td>St. Clair County Sunset crossover ceremony</td>
</tr>
</tbody>
</table>

#### July

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>26</td>
<td>Charter night Fairview Heights Midday</td>
</tr>
<tr>
<td>27</td>
<td>Installed D6560 DG Bryce Adam</td>
</tr>
<tr>
<td>28</td>
<td>O’Fallon Sunrise crossover ceremony</td>
</tr>
<tr>
<td>29</td>
<td>St. Clair County Sunset crossover ceremony</td>
</tr>
</tbody>
</table>

#### August

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>Spoke at Rotary club of Kirkwood, MO</td>
</tr>
<tr>
<td>10</td>
<td>Attended and introduced President Ian at the 100th anniversary of the Elkhart, IN club, Met with D6540 DG Lisa Waterman and some of her team</td>
</tr>
<tr>
<td>25-27</td>
<td>First meeting of the Montgomery, AL Institute planning team</td>
</tr>
<tr>
<td>30</td>
<td>Attended 100th anniversary of the Rotary Club of Muncie, IN</td>
</tr>
</tbody>
</table>

#### September

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>4-10</td>
<td>Zones 30 &amp; 31 Institute, Springfield, IL</td>
</tr>
</tbody>
</table>
366 people accepted the planning team’s invitation to register for the 2017 Zone Institute, where they were treated to updates on Rotary, enjoyed the theme integration of Lincoln on Leadership, became inspired and motivated, and left Springfield with renewed energy.

On Thursday afternoon, the ribbon was cut, opening the House of Friendship. Institute participants then participated in a "hands on" service project, packaging 15,120 meals for Rise Against Hunger. They also provided cash assistance to two local food programs, the Central Illinois Food Bank and St. John’s Bread Line.

Senior Rotary leaders were the panelists for an open discussion on Rotary’s 5-year financial forecast and other topics of interest to the attendees. The Institute formally opened with Thursday evening’s class reunion dinner at which new friendships were formed and old ones renewed.

Friday morning’s general sessions were highlighted by two keynote speakers. Chantal Vallée, five time national championship coach of the University of Windsor women’s basketball team, spoke about the determination and persistence leaders must have. She was followed by the former Executive V.P. of Operations for Walt Disney World, Lee Cockerell. Lee shared several personal stories about his development as a leader, lessons learned, and how we can put them into practice.

Following those morning sessions, a crowd of 640, including Rotarians from Districts 6460 and 6490, attended the noon luncheon to hear President Ian Riseley speak. These two districts held their joint District Conference in conjunction with the Institute, attending general sessions alongside other attendees. At the end of the luncheon, an impromptu auction raised $4,607 for The Rotary Foundation. Later that evening, attendees walked to the Lincoln Museum for an off-site reception.

Saturday morning’s General Sessions kicked off with Past R.I. Director Larry Lunsford reminding attendees, especially 152 Past District Governors, about ways in which past district leaders can stay involved in helping our clubs and districts. The day ended with the annual Director’s Banquet, keynoted by Olympic champion Jackie Joyner-Kersee.

Following Sunday morning’s inspiration and remembrance service, Institute Convener Greg Yank and Institute Chair Ed Hardesty closed out the Institute with brief remarks.
Let’s catch the Northern Spirit in Toronto, Canada and enjoy food, fun, and fellowship with our family of Rotary from Zones 30 and 31, the Heart of America.

Our celebration of the 2018 Rotary International Convention in Toronto, Canada will begin Saturday night, June 23, 2018. We’ll cruise from the docks of Queens Quay Terminal, conveniently accessible from downtown Toronto by short walk or public transit, providing paid parking and a dedicated taxi stand. Boarding will begin at 6:30 pm for a 7 pm departure, with a three hour cruise through Toronto’s beautiful harbor aboard a 140-foot ship boasting three spacious decks.

While cruising, we can savor the freshly prepared buffet by Mariposa Cruises’ Executive Chef while enjoying musical selections provided by our professional DJ. We can spend time with friends and family talking, dancing, or taking advantage of the photo booth.

The dinner and cruise is only $75 per person. Children 3 and under are free; and children ages 4-10 have a reduced price of $30 per person. These prices include one drink ticket per person, with a cash bar also available.

What a great way to celebrate with our family of Rotary on the eve of the Opening of the 2018 Rotary International Convention!

Please contact Event Chair Pamela Stewart at ps71270@suddenlink.net to pre-register for this fellowship opportunity.

Inspiration Around Every Corner

The Rotary International Convention will travel to Toronto, Ontario, Canada, where there’s Inspiration Around Every Corner, June 23-27, 2018. Toronto is a diverse city with lots to offer, including vibrant cultural, art, entertainment, and culinary scenes. You’ll learn about new ideas, hear different perspectives, and gain new skills through engaging speakers, breakout sessions, and exhibits in the House of Friendship. Watch the promotional video at: vimeo.com/198229501.

Register Now and Save

To take advantage of early registration savings, be sure to register before December 15 at riconvention.org.
The Heart 2 Heart Program is a cooperative partnership between Rotarians primarily in our Zones, the “Heart of Mexico” Districts 4140 and 4170, and The Rotary Foundation. It provides humanitarian service through matching grants. Now in its 13th year, the partnership is undertaking an aggressive plan to invest $1,000,000 in projects in Mexico. Every district and club can easily join this partnership.

The Heart 2 Heart Advisory Group challenges each district to partner in the program this year and to encourage their clubs’ participation by:

1. Contributing DDF toward Global Grant 1860644, the John & Judy Germ cleft lip and palate surgery center equipment and training project, and toward one or more of the other seven global grants that Heart 2 Heart is sponsoring; and

2. Promoting the Heart 2 Heart program to each club, and challenging them to:
   a. contribute toward one or more global grant projects; and
   b. purchase at least one $150 wheelchair, to help reach the goal of one container of 200 wheelchairs from each of our Zones.

More information on each project, including a PowerPoint presentation, is available on the Zone website at www.rizones30-31.org/news/heart-2-heart.

Participation in Heart 2 Heart provides an easy and safe way to involve all clubs in international service and helps them achieve a Rotary Citation. Participation helps our districts increase club participation in global grants and gives us the opportunity to honor the lifetime of service by Past President John and Judy Germ.

Clubs can participate by sending a check made payable to “The Rotary Foundation DAF” with a notation of “Heart 2 Heart Projects Fund.” Indicate how the contribution should be allocated and include the Rotary club number on the check. No paperwork, no hassles, no extra meetings. Yes, it is that easy to be a partner in Heart 2 Heart.

Individuals who wish to contribute can also do so by direct payment to “The Rotary Foundation DAF” with a notation of “Heart 2 Heart Projects Fund.” Indicate how the contribution should be allocated. Individuals wishing to contribute to a global grant project should contact Ron Appuhn directly to discuss payment options that best meet the donor’s needs.

Checks should NOT be mailed to The Rotary Foundation, but to Ron Appuhn at:

Ron Appuhn
724 Baldwin Station Lane
Knoxville, TN 37922
(865) 567-9576
rappuhn53@yahoo.com

Please contact Ron for further information about the Heart 2 Heart program and the Rotary Making a Difference Challenge.

“We talk about our Foundation, but not enough about how we use our money.”
I am willing to bet that most of you understand that goals are a huge part of our everyday lives. Some of us have mental goals for the day; others may have written long-term goals for life. Goals play an integral role in our success. As members of the greatest service organization in the world, Rotary International, we all share the goal of making the world a better place. Each of us wants to make a difference in our community, our country and around the world.

Arch Klumph, sixth president of Rotary International, had a goal where he envisioned “endowments for the purpose of doing good in the world.” Of course, we know the result is what we now call the Rotary Foundation. We can look around the world today and realize that not only was his goal achieved but we have certainly achieved more than even Arch imagined possible.

Our Foundation reaches across the globe to affect lives in many ways – health, education, local economies, and even peace. Klumph also stated that “Money alone does little good. Individual service is helpless without money. The two together can be a godsend to civilization.” Your financial resources, combined with your time, energy and talent, are critical to Rotary’s mission. Our Foundation has developed amazing programs to help the less fortunate, but these programs cannot begin “Doing Good in the World” without adequate funding.

Each year, Rotary sets goals. From our clubs, to our districts, to Rotary International itself, goals help us to focus our efforts and make sure we’re doing the absolute most good possible. Clubs are asked to set various goals, including annual giving goals for the “Every Rotarian, Every Year” effort. Our “Heart of America” paired zones are encouraging every Rotarian to support our Foundation with a minimum $100 contribution. It’s easy to see that this goal not only guides us to making a difference in the world but greatly impacts Rotary’s goal of Making a Difference. History has proven that clubs that set goals are more likely to follow through and achieve them.

Giving to PolioPlus is another goal near and dear to Rotarians around the world. With only nine cases as of the end of August, Rotarians are making a huge difference in the fight against this disease. Nigeria has not had a new case in over a year. Clubs are asked to set a goal of at least $1,500 for PolioPlus and, if possible, to reach last year’s goal of $2,650.

Of course, goals are often forgotten or neglected if not written down and reviewed. Fortunately, Rotary International can help with this task. The new and improved Rotary Club Central gives our clubs the ability to set goals as well as monitor progress toward them. In addition, entering your club’s goals in Rotary Club Central is part of this year’s Rotary Citation (previously the Presidential Citation).

Like Arch Klumph back in 1917, we need to set goals. When we set goals, we’re creating the path to Making Dreams Real. We agree not only on where we are today but also on where we want to be tomorrow. The beauty of these goals, like Klumph’s goal for the Foundation, is that the attainment of the goal isn’t the end.

Remember that we can also measure our success by the number of lives we have changed for the better and/or saved.
Suppose a salesman comes to your door and asks you to buy the latest widget he is selling. You ask, “Why should I buy this? How will it benefit me? Why should I spend money on this instead of something else?” His reply, “Well I don’t know how it will benefit you or if you would even need it. But it would sure help me make more money.” The response? SLAM!

Roughly 99% of Rotary clubs approach membership growth just like the self-centered salesman. We talk about “recruiting” members so we can grow. Our first and often only thought is club-centered. We don’t think of the customer, while the primary thing she is thinking is “what would I gain from joining Rotary?”

Even as we’re successful in recruiting members, they seldom last long in Rotary. You have seen this and the numbers bear it out. Every year in North America, 44,000 new Rotarians join. Our ranks. That’s a lot of people - enough to result in significant growth! But also every year, 55,000 Rotarians quit! Why? Because these busy people feel our clubs aren’t giving them enough value to justify the time and money membership in Rotary requires.

Sadly, we give hardly a thought to how we can attract people to Rotary by showing them the tremendous value that Rotary holds for them! Equally sadly, we too often don’t evaluate our clubs by asking, “Are we providing activities and services the current and future members want?” We cling to unpopular, tired programs and activities because “we’ve always done it that way.”

A “recruiting” mindset focuses only on how the club will grow in numbers and produces only temporary results, with longer term attrition resulting in smaller and weaker clubs. A focus on attracting members through a diverse menu of service, social, and professional development activities and programs results in productive long term members who build stronger clubs.

When we ask someone to join Rotary, we are asking them to invest their time and money in Rotary instead of somewhere else. They naturally ask “what’s in it for me? How will I benefit? Will I benefit more than if I invested that time and money elsewhere?” Membership growth can be expressed as a formula: “Membership is gained and retained when the value of membership to the Rotarian is equal to or greater than the cost of membership.”

Let’s lose the recruiting mindset and focus on making clubs attractive to “seasoned,” newer, and potential members. Our clubs will grow in numbers, energy and enthusiasm. And that will, in turn, attract even more members!
Many of the changes that have taken place within Rotary over the past 10 years have transformed how Rotarians communicate not only with each other, but with the general public. These changes have all evolved around using technology to facilitate these communications. In 2014, RI Director Larry Lunsford determined that having a point person within our zones to help Rotarians understand these new developments would be beneficial, and he added a Zone Technology Coordinator to the zone support staff of other coordinators.

Since then, I’ve made numerous presentations covering MyRotary, Rotary Club Central, the use of the DACdb database and website communications at various multi-PETS, District Training Assemblies, Zone Institutes and zone hosted webinars. I’m also the Zones’ webmaster for our site at: www.rizones30-31.org.

For district and club members with some involvement in communicating Rotary’s message, understanding your audience/customer will help ensure that your communications are properly focused and effectively delivered.

Given ever-changing technology initiatives, I am available as your Zone Rotary Coordinator to answer your technology questions and help train your team of Assistant Governors and Club Presidents in understanding and using MyRotary, Rotary Club Central, DACdb and other technology programs. Your Zone Rotary Public Image Coordinator and assistants are also valuable resources in communicating our message.

I know that technology can be frustrating. That’s why we’re patient, helpful, and friendly. We also know that technology can be complicated, which is why we provide hands-on, personal training whenever needed. You can reach me at: Dg2012@district6690.org.

---

**Tech Talk**

Mike Brown, Zones 30-31 Technology Coordinator

---

**Profile: Mike Brown**

Michael Brown has been a member of The Rotary Club of Olentangy (Ohio) since 2003, and has been a Rotarian since joining in 1998 while residing in Florida. In 2012-13, he served as District 6690 Governor, covering Central and Southeast Ohio. Mike currently serves as Zones 30-31 Technology Coordinator. His role supports various Rotary entities with his work on maintaining their websites and databases, including districts 6670, 6690, Zones 30-31, All Ohio P.E.T.S. and WASRAG, in addition to numerous club websites that he also helps to maintain.

Mike’s career covers 40 years in the retail industry with the majority of time with JC Penney. In 1994, Mike and his wife relocated to Santiago de Chile, where he was General Merchandise Manager for JC Penney. Mike and Kim currently reside in the Columbus, Ohio area.
2017

**District Conferences**

- October 6-7, 2017 (District 6060) St. Louis, MO
- October 27-29, 2017 (District 6110) Rogers, AR
- October 28, 2017 (District 6040) Kansas City, MO
- October 28-29, 2017 (District 6080) Lake Ozark, OK
- November 3-4, 2017 (District 6510) O’Fallon, IL
- 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)
- 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)
- June 1-2, 2018 (District 6710)
- 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
Freeze Frame!
Images from Around the Zones

Zone 30 Rotary Coordinator Brent Rosenthal, speaking on Membership at the Erlanger Leadership seminar

Past, Present, and Future R. I. Directors and Presidents at the 2017 Zone Institute in Springfield, IL

Rotarians from the Rotary Club of Troy, Ohio (D6670) sold drinks at a festival to raise funds for scholarships, school programs, shoes and other club projects.

RPIC Elizabeth Usovicz shares Public Image ideas at the St. Louis Leadership Seminar

Institute Chair Ed Hardesty shows the promotional video at the New Orleans Leadership Seminar

Zone 30 ARPIC Chuck Barnett asks for input at the Gardendale Leadership seminar