Greetings from Catherine and me, wishing you all a belated Happy Holiday season. Well, half of the 2017-18 Rotary Year is behind us – my how time flies! Many of our governors have completed their club official visits, and as you all know, that really is the best part of being governor. I thank our governors and ask them to continue during these next six months to visit clubs, push membership, promote Foundation giving, tell our Rotary story and encourage clubs and districts to get involved in global grants.

Membership is Rotary’s #1 internal priority. Our two zones’ membership has declined for the first six months. Our challenge continues to be retention. We bring in new Rotarians, but usually lose more than we bring in each year. RI’s membership committee, chaired by our own Past Director Larry Lunsford, is exploring a new non-club based membership model. We know that many of our Rotarians, particularly younger folks, just do not want to join a traditional club. Our efforts at giving much more flexibility to our clubs as to how often they meet, different types of memberships, etc., are slowing catching on and we need to continue to preach that message! As I say, “The Rotary police are woefully underfunded!!”

See page three of The Heartbeat for an update on the six month progress on our Heart of America Zone goals set by the leadership team.

Our Zone 30-31 website (www.rotaryzones30-31.org) is a great resource that I believe is underutilized. I am often asked, “Where can I find this?” and I say “That is on our website.” There are many membership resources under the MGO (Membership Growth Opportunities) section – it is all there, the best Rotary resources. Thanks to Mike Brown, our Zones Technology Coordinator, for keeping our website up to date.

Please register for our Heart of America harbor cruise to take place Saturday, June 23 in Toronto. Thanks to Pam Stewart for coordinating this fun-filled event. More details are on page 4, and a sign up on our website.

Catherine and I look forward to being with our governors-elect in San Diego at the International Assembly (IA) this month as they continue to prepare for their year in Rotary leadership. As all PDGs know, this is a once in a lifetime opportunity to witness the internationality of our great organization.

Before the IA, I will be attending the Trustee meeting. I am privileged to serve as the Board Liaison to the Foundation Trustees this year. Following the IA, there will be the RI board meeting.

Thank you all for your continued involvement and leadership to our organization!
Director’s Accountability Report

I thought it might be interesting for you to see how I have chosen to spend my time as your Director, carrying out my RI responsibilities during the second quarter of our Rotary year:

September

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
26-29 Represented President Ian Riseley at District 1010 Conference, Scotland

November

2-5 Attended District 1180 Conference, England with President’s Representative Catherine Taylor Yank
10 Meeting with DG Jill Pietrusinski, District 6510
11 Walked with Rotary Club in Veterans’ parade
17 Meeting with District 6110 leadership team
18 Multi-year planning session with District 6110, Tulsa, OK
21 Rotary International Service Above Self committee meeting by conference call
25 Walked in Christmas parade with our Rotary Club float

December

Completed mid-year calls to all sitting District Governors
Completed review of all Service Above Self award nominations as committee member
4 Webinar, “Membership Leads Done Right”, focusing on districts in our Zones which have had membership success
10 Submitted Springfield Institute financial accountability report to District Governors and Rotary International
21 Visited with D6080 leadership team
Zones 30-31 Goals

As of December 31st, here’s where we stand on the goals which Zones 30 and 31 are working on this Rotary year:

Support and Strengthen Clubs
Goal Net gain in membership and increased diversity (gender, age and ethnicity)
    Zone 30: -66 net loss, 7.89% under 40 and 26.88% females
    Zone 31: -204 net loss, 7.79% under 40 and 28.38% females
Three Zone webinars on membership: “Size Doesn’t Matter” (September 25); “Bridging the Rotary Racial Divide” (October 30); “Membership Leads Done Right” (December 4)

Increase Humanitarian Service through Our Foundation
Goal Increase Annual Fund giving to $115 per capita. Year to date at $50.08 per capita.
Goal Each district gives 20% of District Designated Funds to Polio Eradication
    20 out of 26 districts have given; many have given more than 20%
    In December, Zones 30-31 made a special $50,000 contribution to Polio Plus from Zone reserves
Goal Increase giving to the Endowment Fund by $3 million
    27 new Bequest Society Members = $577,000
    Two realized estate gifts total = $483,000
    Progress on one new Arch Klumph Society member in D6820
Goal Increase district/club participation in global grants.
    22 of our 26 districts participating in seven Heart 2 Heart Global Grants with D4170 Mexico
    Global Grant activity in both Zones: 12 approved in first six months; 64 clubs participated

Raise Public Image and Awareness
Goal Encouraged and measured use of the People of Action campaign in our districts
    Zone 30-31 Webinar, “Membership Traction with People of Action” (August 28)
    Local PBS TV in Springfield, IL 20-minute interview with R.I. President Ian H.S. Riseley, Rotary Foundation Chair-Elect Ron Burton, and R.I. Zones 30-31 Director Greg Yank
    Work on several other Public Image goals in process

Other Accomplishments
    24 out of our 26 districts have teams trained and doing Club Visioning
    Nine districts have gone through a full, one-day, multi-year planning session
    Two more districts will have planning sessions in February
    In process of incorporating Zones 30-31
    Mid-year calls by Director to all sitting governors
Featured Attractions

Zone Cruise in Toronto

As of December 1, 725 of our Zones’ Rotarians are registered to attend the International Convention in Toronto. On Saturday, June 23, you’ll have a chance to renew old friendships and make new ones at our Zones’ fellowship event at the Toronto International Convention. We’ll board the Mariposa Cruise Line’s Northern Spirit cruise ship starting at 6:30 p.m. The cruise will depart from the Queens Quay Terminal dock at 7:00 p.m. and return by 10:00 p.m. The cost is $75 per adult and $30 per child, with children 3 and under free. Get your tickets by clicking here.

Pamela Stewart
Event Chair

Did you know?

We are very fortunate to have a number of past Rotary International Presidents and Directors in our two zones. I know most of you know this; but as I serve on the RI board, I am reminded of the leadership from our zones.

We have several past RI presidents, the most recent being John Germ (2016-17), who will serve as a Foundation Trustee starting in July. Ron Burton (2013-14) will join Zone 31 in 2019, currently serving as Chair-elect of the Trustees, and ascending to Chair in July. Others include: Ray Klinginsmith (2010-11); Glen Estess, Sr. (now deceased, who served in our centennial year 2004-05); and Jim Lacy (1998-99). Mark Maloney from Decatur, AL will serve as RI president in 2019-20.

Past Director Larry Lunsford is currently serving as Mark Maloney’s aide and is chairing the RI Membership Committee. Ken Schuppert is Vice Chair of the Trustees and has served as aide to both Past RI Presidents Sakuji Tanaka and Gary Huang. Immediate Past Director Karen Wentz chairs the RI Districting Committee and also serves on the important Operations Review Committee.

Highlights and details of all actions taken by the Rotary International Board of Directors can be found by clicking here.
Visioning is the foundation of a successful club, bringing its members together towards building Continuity of leadership, Consistency in programing and Consensus towards purpose and action. The visioning process allows the club to develop a mission statement that provides a road map that is easy for leaders and members to understand and serves as a foundational piece for any club that wants to grow and become more effective.

A visioning session will assist the club in determining who they are, where they are, what they want to do and how they will go about getting there. The Club Vision Facilitation event takes about four hours and can be conducted in the evening or on a Saturday. The Club’s leadership must agree to the process and attend the session. It is suggested that 15-30 club members participate (including the six newest members, and six experienced members), the board, current president and president-elect. The Assistant Governor should be present and will be involved with the post session follow up.

It is our hope that the four-hour session will start the process to develop a clearer vision and understanding of what the members want. This will be the start of a strategic plan that will help build a stronger club. Some of the outcomes will be to determine what the club stands for in the community and to identify attributes and objectives to accomplish over the next three to five years. The club will also establish leadership development strategies to build future success of the club.

Rotary Clubs with a Club Visioning and Strategic Plan report greater success at attracting and engaging members and achieving a positive public image.

To further the mission of supporting and strengthening the districts and clubs within Zones 30 and 31, we are proud to assist in the training of a CLUB VISIONING FACILITATION TEAM in your district. This team of volunteers — Rita Esterly, Tom Ripperda, Laura Carie and I — will be glad to conduct a district “Club Visioning” training event upon your request.

If you would want to have the International Visioning Facilitation Council conduct training event for your district please contact Glen Vanderford at gv6760@bellsouth.net.

Glen Vanderford
Zone 30 Project Lead
Most of you have heard at District and Zone meetings that Rotary has been at 1.2 million members for close to 10 years now. How do we get more members, especially in North America, if we can’t tell our story in a way that attracts prospective members? It was announced recently that the United States will lose two Zones and a Director because of shrinking membership in America.

Rotary Public Image Coordinators have been preaching for years that Rotary Clubs need to “tell their story.” As I have visited clubs and districts as an RPIC, I have found that most club members do not know their own club’s story. How is it that they’re going to effectively relay it?

Can the average Rotarian or club officer relate to a prospective member what his or her club has accomplished during the last couple of years? Can each Rotarian provide a prospect with the hours, dollars and people impacted by club service projects? Can the Rotarian monetize volunteer hours to make an even better case?

I have talked with new members who told me that when they asked what the Rotary Club does, they were told that we have lunch on Thursdays and do things in the community. Not so good.

RI President Ian Riseley has asked each club to track its hours and dollars to get a better understanding of the impact clubs are making in the world. A club annual report goes beyond that and creates documentation of what a club yields:

- Club purpose and make up;
- Service projects and community impact;
- Project costs, in-kind donations, number of volunteers, hours donated and number of people impacted;
- Monetized volunteer hours, figured by multiplying hours by $23 (per FEMA);
- Global projects, Rotary Youth Exchange students, RYLA, etc.;
- Donations to The Rotary Foundation, PolioPlus, Heart 2 Heart and more;
- Club awards earned and recognitions of others (Teacher of the Month, Student of the Year, Veterans, Rotarian of the Year);
- Total community impact

Fill that with photos and video links of service projects, fundraisers, award ceremonies and more. Check out annual reports by the Rotary Club of Knoxville Breakfast (small club) at www.knoxvillebreakfastrotary.org and the Rotary Club of Louisville (large club) at www.louisvillerotary.org/annual-report.php.

Such annual reports can provide documentation of club accomplishments, a view of what the club is all about, a sense of pride in accomplishments, opportunity to contribute to Rotary Showcase and an easy way to keep Rotary Club Central up to date with real data. Multiple clubs in an area can produce a joint report, send out a news release on contributions and host a news conference on community benefit. Consider what a combined report looks like for your District.

Think of the Club Annual Report as the last official duty of a club president. It can be presented at the last meeting of the year, at the passing of the gavel dinner, or at some other such occasion where many Rotarians and guests can take notice, help spread the word of good Rotary work and keep the annual report and celebration of it going year after year.

It is time we tell the real impact that Rotary is making. The only way to do that is to properly document each club’s activities, service projects and impact. I know that the biggest complaint is: who has the time to do this? I’ve done it just by making the time. If you do it as the year progresses it isn’t that hard to do. Done once — even beginning with one of the models from Knoxville or Louisville — your club’s first version can become boilerplate year after year, with mostly a fill-in of new numbers.

How do we attract new members and retain them if we don’t know our own story? That’s my challenge to the clubs in the Zones 30-31, offering all of these thoughts. I’m interested in your thoughts and efforts.

Please contact me with ideas and success stories at greg@gregmaciolek.com or by phone at 865-675-5901 at my office.
I recently had a conversation with four of the participants in the Young Professionals Summit, held at Rotary International headquarters in Evanston, IL in September 2015. All four had served as club presidents and/or started clubs. I wanted to hear about their leadership development experiences in Rotary, and what they valued most about those experiences. Their responses closely mirrored the views of author and entrepreneur Simon Sinek, whose book, “Start with Why,” outlines a powerful approach to inclusive, multi-generational leadership (view his TED talk here). Here are three takeaways from that conversation.

**Start with Why:** The YPS participants echoed Sinek’s basic leadership principle: “People don’t buy what you do, they buy why you do it.” Similarly, the YPS participants valued knowing the purpose and the mission behind the calls to action they heard from Rotary leaders, and that they expressed themselves as leaders. As one participant put it, “Boil it down to what’s most important and [don’t] get caught up in procedures. Encourage Foundation giving because it has an impact, not to become a Paul Harris Fellow.”

**Freedom to Lead:** Sinek describes “why” and “how” levels of leadership. It’s not just how an organization does what it does that matters, it’s that “your how is consistent with your why.”

**Developing Followers:** All of the YPS participants that I spoke with mentioned developing followers as a key skill in their leadership development – especially when they are leading multi-generational teams. One participant mentioned learning to deal with resistance – “how to deal with rejection and rebound...we [YPS participants] wanted to do great things, and we faced a brick wall in our clubs.” Simon Sinek points out that followers must share your why: “people will do what THEY believe, not what you believe.”

**My key takeaway?** These young leaders are committed to Rotary’s values. They want to use and develop their leadership skills as their Rotary journey unfolds. They are cultivating new ways to lead and make an impact. In the words of one participant, “I know how good Rotary can be when you find the right fit.”

## World Polio Day

On World Polio Day (October 24), after another year of dwindling polio cases, Rotary leaders, top health experts and celebrities said that the paralyzing disease has never been closer to being eradicated globally. A special livestreamed presentation, “End Polio Now: Countdown to History”, featured the people who work tirelessly to end the disease and reviewed the progress that the Global Polio Eradication Initiative has made. Rotarians held more than 2,700 events like these.

Co-hosted by Rotary and the Bill & Melinda Gates Foundation, the program took place before a live audience at the Gates Foundation headquarters and was streamed online to viewers worldwide.

Rotary has spent more than $1.7 billion on polio eradication since 1985.
2018

**PETs**
- February 28-March 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) Fayetteville, AR
- March 16-17, 2018 MidSouth PETS (Districts 6710, 6740, 6760, 6780, 6860, and 6880) Chattanooga, TN
- March 16-18, 2018 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 Assembly**
- January 14-20, 2018 San Diego, CA

**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

Rotary Club of Alliance (D6690) treated school children to lunch and a visit from Santa

The Rotary Club of Fort Wayne (D6540) packed 150 toiletry bags for shelter residents

District 6710 Governor Missy Eckenberg presents #1 per capita Annual Fund giving banner to President Melanie McNeill of the Rotary Club of Paducah

Rotary Club of Houma-Sunrise (D6200) gave away 132 bicycles to needy children for Christmas (Photo by Houma Courier)

Clarksville Rotary, Sunrise, Sunset and Clarksville Academy Interact Clubs (D6780) planting trees to meet President Ian’s goal

Members of the Rotary Club of Jackson (D6820) sang Christmas carols to residents of a local nursing home

Multi-Planning Day for District 6110 (AR, KS, MO, OK)