Director’s Message

As we approach the end of this Rotary Year, let me say ‘thank you’ to all who worked to make this year a success in Zones 30-31 – our Club Presidents, District Governors, Assistant Governors, Zone leadership teams and many others. We rallied around our great theme of “Making a Difference.”

As I end my first year serving as your director, let me say that it has been quite a ride as I learn more about how our great organization functions and the impact it has on changing lives one at a time. I hope you have enjoyed seeing in the bi-monthly Zone newsletters, my director accountability report outlining how I am trying to carry out my responsibilities. We have made progress on many of the goals set out for us – Foundation and Endowment giving, strengthening our public image/brand, and continuing to attract and retain our members.

As we look to start a new Rotary year under the leadership of President Barry Rassin, let me ask all of you to “BE THE INSPIRATION” to your clubs, in your districts, and in your own lives.

Important dates to keep in mind:

- Our Zones 30 and 31 harbor cruise in Toronto on Saturday, June 23rd;
- The 2018 RI Convention to follow;
- Zones 30-31 regional leadership seminars, with registration on our Zone website at www.rizons30-31.org for:
  - Erlanger – July 13th-14th
  - New Orleans – July 27th-28th
  - St. Louis – July 20th-21st
  - Gardendale – August 3rd-4th
- Our next Rotary Institute in Montgomery, AL October 11th-14th, preceded by DGE/DGN training October 9th-11th.

Our own president-elect Mark Maloney will be at the Montgomery Institute with us. There will be an End Polio Now Count Down to History benefit concert the evening of Friday, October 12th, with Wynona Judd as featured entertainer. Former Ambassador Andrew Young will speak to us as well. Registration, hotel reservations, tentative schedule, and more information are detailed on the Zone website.
Director’s Accountability Report

Here’s a summary of how I have spent my time carrying out RI responsibilities as your Director since your last newsletter:

March

6  Visited with The Rotary Club of Waterloo, IL
8-9  Attended Ole Man River Multi-District PETS in Natchez, MS
10  Attended All Ohio Multi-District PETS in Columbus, OH
15-16  Attended Mid-America Multi-District PETS in Fort Smith, AR
17  Attended Mid-South Multi-District PETS in Chattanooga, TN
18  Attended Land of Lincoln Multi-District PETS in Effingham, IL
19  Attended re-dedication of Rock Springs Rotary Park in O’Fallon, IL
   (Reception hosted for our special guest, Mark Maloney)
23-24  Attended Show Me Multi-District PETS in Jefferson City, MO
29  Presented Rotary Foundation program to the Rotary Club of Louisville, KY

April

5  Presented to the Rotary Club of Edwardsville, IL
5-9  Attended District 6780 Conference cruise
9-13  Attended meeting of the Trustees of The Rotary Foundation in Evanston, IL
15-19  Attended meeting of the Rotary International Board of Directors in Evanston, IL
19-21  Attended All Indiana Multi-District Conference in Indianapolis, IN
22  Attended fundraiser for O’Fallon Sunrise Rotary
25-26  Attended Rotary International strategic planning meeting in Evanston, IL
28  Attended District 5750 Conference

May

5-7  HOA Zones 30-31 team 18-19 training in Evanston
10  Attended 100th anniversary Rotary Club of Bloomington, IN
11  Attended 100th anniversary Rotary Club of Anderson, IN
12  Represented Rotary International to King of Lesotho in Springfield, OH

Upcoming in June

2  Peace building conference in Chicago, IL
6-10  Multi-Districts 6820, 6840, 6860, 6880 Conference in Biloxi, MS
14  Induction of District 6830 Governor Pam Smith in Jackson, MS
20  Depart for Toronto Convention
21  Meeting of the Rotary International Board of Directors in Toronto
22  Peace Building Summit in Toronto
23  Heart of America harbor cruise in Toronto
24-27  Rotary International Convention in Toronto
28  Meeting of the Trustees of The Rotary Foundation in Toronto
29  1st meeting of the 2018-19 Rotary International Board of Directors
30  Rotary International Board of Directors retreat
Your Rotary International Dues in Action

At our last Council on Legislation, your Council members approved an increase in R.I. dues of $4 per year in 2017-20. As a result of that decision, the yearly per capita dues that clubs pay to RI for each member is now $60, increasing to $64 next year and $68 the year after that. Historically, R.I. has been very reluctant to institute dues increases, and the dues increases have been extremely small. Rotary’s first dues were set in 1910 at the rate of $1 per member per year - the equivalent of about $26.90 today. Even at that time, then-Secretary Ches Perry protested that the amount was insufficient to cover expenses of office rent, stenography, telephone, postage, and the occasional purchase of a necessary item such as a typewriter.

Today, of course, our far larger organization, engaged in much more complex activities in a far more complex world, requires a vastly larger budget to run. Our global staff supports 1.2 million members around the world. It is largely thanks to the good work of that staff that we are able to carry on with the service that we do, on the level that we do it-fully supplied with the materials, club services, training events, international meetings, language services, IT, Foundation support, leadership support, and everything else we have come to expect as Rotary members.

In recent years, it became clear that the services RI was able to provide to Rotarians with the available budget were no longer in line with what Rotarians needed and expected. Nine out of 10 Rotarians wanted Rotary to provide more services, but given Rotary’s current and projected income, the rate of global inflation, and the ongoing volatility of world financial markets, we had only two fiscally prudent options: either cut back RI services, or increase dues. Essentially, we had to decide whether or not we wanted Rotary to continue to grow and thrive.

As an accountant, I take fiscal responsibility and long-term financial planning extremely seriously. It was and remains abundantly clear that a modest increase in dues was our only viable path forward. Our five-year forecast at the time of the Council on Legislation projected that a dues increase of just $1 would have resulted in only a 1.8 percent increase in revenues - far below the 2.5 percent impact of global inflation. A $2 increase would have resulted in reserve levels falling below the Board target by 2019, and a $3 increase would have resulted in reserve levels only marginally above the target by 2018. None of those options would have allowed us to do what our members wanted: increase and improve our services, to allow Rotary to increase and improve its service.

I am pleased to report that, as a result of the still modest dues increases that were approved in 2016, Rotary is now not only on a firm financial footing, but able to invest in our future. I would like to let you know how RI is spending your dues this year, and what we have planned for the years ahead.

Your membership dues are our organization’s largest single source of revenue, accounting for about $74 million out of a $103 million budget in 2017-18. Of the $60 you currently pay in dues, $32.58 goes directly to member support, in the form of RI events, online training, and digital tools such as the recently improved rotary.org website and updated Rotary Club Central, along with Rotary Ideas, Rotary Showcase, and RI’s social media feeds.

Rotary’s operations extend to 220 countries and territories worldwide, using 29 different currencies. This year, RI is applying $14.43 of your $60 toward administration and compliance. That money pays for staff and services at the Secretariat and regional offices, who provide translations, support Rotarians on a regional level, and ensure that we are keeping pace with global security and privacy regulations.

We all know that enhancing Rotary’s image in the world is vital to our future success. RI is earmarking $12.99 of your RI dues this year for resources to help promote Rotary in your community, and beyond. This includes not only the postcards, brochures, and other materials available on your Brand Center, but also our People of Action campaign, external relations, and our ongoing outreach and public relations work around the end of polio.

Within the next year, look for news about improved technology for your data, streamlined online giving, timely online club reporting resources, and a more user-friendly My Rotary - all funded by the dues each of us pays. For more information on RI’s budget and the value of your membership, watch this presentation on Your Dues at Work.

For all of us, Rotary is an investment not only of money, but of time, energy, and effort. As with any good investment, the more we put in, the greater our returns. None of it would be possible without the international association that unites us, and which we all support. I thank you all for that support, and for the good work each of you do, as you make a difference in our world.

Yours in Rotary,
Ian Riseley, Rotary International President, 2017-18
Take it From the Top

News from Rotary International

Here are highlights of actions taken by Rotary International’s Board of Directors at its April meeting:

- continued the Global Rewards program beyond its pilot period;
- adopted new procedures for selecting members of Rotary committees;
- received the General Secretary’s report on moving the 2021 and subsequent International Assemblies from San Diego to Orlando;
- extended for another three years Rotary’s partnership with Peace Corps and Habitat for Humanity.

Among the actions taken by the Trustees of The Rotary Foundation at its April meeting were:

- revised policy directions for regional Rotary Foundation coordinators;
- allowing districts a one-time chance to use up to 20% of their uncommitted District Designated Funds at the end of fiscal 2018 for district grants before the end of 2021;
- approved a budget for awards, contributions and investments;
- relieved international partners in Global Grants of reporting responsibilities if not the party receiving or distributing grant funds;
- by 2022, broadening the focus of the Master’s Degree program to peace and international development;
- provided an additional $2 million from the World Fund for 2017-18 Global Grants;
- added a new partnership type for corporations, universities, government agencies or nongovernmental organizations;
- revised the conflict of interest policies.

Click here to see the full text of all decisions.
Membership growth is the Number One challenge for Rotary. The way to ensure growth is by having healthy Rotary Clubs that are active and attractive to our members. Zones 30 and 31 have developed a membership program called Membership Growth Opportunities program (MGO for short). The curriculum has five segments:

1. **Overview of challenges.** Help clubs identify which areas need attention to be more vibrant and offer specific suggestions to improve in the areas where the club is struggling.

2. **Attraction of (new customers) Members.** This discusses how to develop a plan for attracting members based on the needs of their target group and a plan for prospective members.

3. **Engagement keeping (our customers) Members.** Use Rotary tools and resources to understand why members leave and develop strategies for engaging members at different stages of their membership. Also identify aspects of new member orientations to add to their program and develop an effective orientation for new members.

4. **New Club Development – extending Rotary to new communities or in existing communities and utilizing the flexibilities that the Council on Legislation adopted.** This outlines ideas for practicing flexibility and innovation to identify ways to make clubs more flexible and understand the value of accommodating member needs.

5. **Action steps moving forward.** To help understand how Membership Leads work and assist in managing leads online. This should help create a positive experience for prospective members. Identify the major professions and demographics in their community and understand how to use Rotary’s classification and member diversity assessment tools to broaden club membership. Create or refine a vision for their club and develop a membership plan for their club. Visioning is the foundation of a successful club, bringing its members together to build Continuity of leadership, Consistency in programing and Consensus towards purpose and action. It serves as a foundational piece for any club that wants to grow and become more effective.

The MGO curriculum provides a framework and resources for clubs to assess their own health and look at new ways to attract and engage their members. We have a responsibility to ensure our great organization remains strong so we can change our communities and the world for the better!

I encourage you to schedule an MGO program in your district. Contact Ed Hardesty, Brent Rosenthal or any of the eight Assistant Rotary Coordinators assigned to the Zone. Bob Warner and I are also willing to assist your District Membership Chairs on Membership Matters.

Show how Rotary is making a Difference!
A city park has a new name to honor the hard work and efforts of the three O’Fallon Rotary Clubs.

Rock Springs Park was officially renamed Rock Springs Rotary Park in a ceremony held Sunday, March 18. A large number of Rotarians and dignitaries (including Mark Maloney, who will serve as president of Rotary International in 2019-20) was on hand.

According to Parks and Recreation Director MaryJeanne Hutchison, the partnership between the city and the Rotary Clubs has been very beneficial.

“We are fortunate in O’Fallon and the community to have such a supportive council and mayor who are able to work closely with the Rotary clubs,” Hutchison said.

Mayor Herb Roach said the efforts of the Rotary clubs are perfect examples of the clubs’ Four Way Test, which emphasizes fair and equitable treatment and community service.

“If you look at the more than $200,000 that has been donated through Rotary, and the thousands of man-hours that have been put into the park, you’ve got to say that Rotary has put forth a big effort,” Roach said. “Has it been beneficial to our community? All you have to do is look around.”

District 6510 Governor Jill Pietrusinski said the projects completed at Rock Springs Rotary Park represent the spirit of Rotary.

“This is a great example of Rotary in action. We partner, share our skills, share our vocations, and we get things done,” she said.

The relationship between the local Rotary clubs and the city at Rock Springs Rotary Park began in 2004-05, which was the centennial year for Rotary International. The two clubs in O’Fallon decided they wanted to commemorate their organization’s anniversary by working with the city to build the cabin located in the park. Since then, the Rotary clubs installed a boulder playground in 2006, ran a water line to the dog park in 2010, and helped install the treehouse playground in 2013-14.

Improvements installed by the Rotary clubs total over $200,000.

“This is what makes us stronger. To see the community gather together is what Rotary represents. The three clubs partner to get things done,” Pietrusinski said.

Rotary International Director Greg Yank detailed how the city and the Rotary clubs have been partners even prior to their work at Rock Springs Park through their efforts to renovate and save the Katy Cavins Center in Community Park.

“It was a while ago, but we renovated that. Ten thousand square feet on the top and the bottom is used by the city. That’s where we meet, the Katy Cavins Community Center. It’s a landmark now and when you talk about partnerships, that’s really when we started. I’m proud of what we’ve done here and what our three clubs have accomplished. What would this city be without Rotary?” Yank said.

Incoming Rotary International President Mark Maloney had high praise for the local Rotary Clubs.

“The Rotary clubs of O’Fallon Illinois have produced a wonderful facility, a wonderful park for the citizens of O’Fallon and the surrounding area. That is what Rotary is all about. Ordinary people doing extraordinary things. Business and professional people coming together to be members of a Rotary club and undertaking service projects to make their communities better,” Maloney said. “It’s my pleasure to be here today to be a part of this re-dedication of the park and bring some greater visibility to the work of Rotarians in this area.”

This year, the Rotary clubs have again teamed up to build a fire pit with covered seating areas behind the cabin. The project is currently under construction and should be completed soon, assuming the weather cooperates, Hutchison noted.
Books for Mongolia

What began as a project of the Dublin Worthington Rotary Club (OH, D6690) to provide early-reader books for children in Mongolia became a statewide effort of Rotary clubs, generating an estimated 30,000 books.

In the first year of a partnership with its twin club in Narlag Ulaanbaatar, Mongolia, club members gathered 1,000 early-reader books which were then distributed to 802 children in underserved urban and rural communities. The 2017-18 modest goal was to double this number.

But being “People of Action”, Rotarians acted. Club President Tim Shear asked District 6690’s leaders to help collect books. District Governor-Elect Craig Maxey challenged Ohio’s four other districts to engage their clubs, and all took action. In all, there are over 250 clubs in Ohio.

Since February, books have been arriving by shipment and hand-delivery, overflowing containers and sealed boxes. Club member Chuck Gibson arranged for use of a vacant store as a warehouse and processing site. In March, Rotarians and spouses unloaded the remaining books from the portable storage container into the vacant store.

Club President Tim Shear is heartened by the response of Rotarians throughout the state to embrace this international project. “Their efforts far exceeded our expectations,” he said. “This project demonstrates that Rotarians don’t just talk about doing good. We act. Whether in their local communities or around the world, Rotarians make a difference in the lives of others.”

Donated books will be repackaged for shipment to Mongolia sometime before June 1. Books should arrive in Mongolia in time for distribution preparations in August or early September. Total costs for the shipment are estimated between $10,000 and $15,000. The club is still raising funds for freight costs. To donate or identify potential sponsors to support shipping expenses or get involved otherwise, check out info@DublinWorthingtonRotary.org.

A delegation of club members will join members of their twin club in Mongolia to help distribute the books to needy children.
Rotary International has partnered with the Institute for Economics and Peace to work on eight Pillars of Positive Peace as an important approach to significant and lasting peace building. There will be a special breakout session on Positive Peace at the Rotary International Convention in Toronto on Monday, June 25, from 1:30 to 3:00 pm. Rotarians and friends from Zones 30-31 are strongly encouraged to attend to learn about this important concept and hear more about what our districts have supported through global grant projects.

Led by District 6780 Governor Deborah Alexander-Davis, all 15 women governors in Zones 30-31 partnered together (along with a few other districts and clubs) to fully fund Global Grant 1873991 “Second National Conference: Strengthening the Pillars of Positive Peace in Mexico (Heart 2 Heart).” These 15 districts contributed $66,000 in District Designated Funds and $4,340 in cash toward the $152,010 project. The grant project will be sponsored by the Rotary Club of Chattanooga Hamilton Place (TN).

Due to the tremendous response from these governors, the grant project was expanded and upgraded significantly from its original design and is a major change from the first grant (supported in part by two districts in our zones) in 2017. The intended outcome is to produce both stronger short-term and long-term effects for participants and their communities. This new grant will cover 7 regions in Mexico (one in each of the Mexican Rotary districts), train 14 trainers (two per region, who will also remain as crucial human capital in their regions and support this project throughout the grant), and train 150 participants (20 in each of six invited Rotary districts, and 30 in host Rotary District 4170). At the same time, the multi-step structure aims at strengthening all teams and participants involved, starting months before the conference encounter and following up for months after it. The goal is to make sure that the project generates and is able to clearly demonstrate a significant impact. The grant application was submitted in June.

Congratulations to the women governors for Making a Difference in Mexico by promoting peace!

If you’d like more information about this grant, and the project it supports, please contact District 6780 Governor Nominee Designate Ron Appuhn at rappuhn53@yahoo.com.

Ron Appuhn
Heart 2 Heart
Finance Coordinator

Positive Peace

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INSTITUTE FOR ECONOMICS & PEACE
Rotary is made up of talented and dedicated members, but even the most successful clubs and districts sometimes need help achieving their goals. Rotary’s regional leaders are there to help. Appointed by the RI president or trustee chair, regional leaders bring a wealth of skills and Rotary experience to assisting clubs and districts in four specific areas.

**Rotary public image coordinators (RICs).** If you need a communications plan and don’t know where to start, an RPIC is your best bet. Because they often serve large geographical areas, RPICs like Elizabeth Usovicz use webinars to lead mass training sessions on all aspects of publicizing Rotary. Usovicz’s webinar on the People of Action public image campaign, conducted for Rotary leaders in Zones 30 and 31, earned her an invitation to speak about social media at a district conference. That experience, in turn, inspired her to create a quarterly email for district leaders on Rotary’s Brand Center resources, social media messaging, and visual storytelling. She’s now developing the template for a communications plan, with input from clubs and districts.

“Collaborations like these make us all better leaders and advocates for Rotary,” says Usovicz. “Empowering Rotary members to be intentional and proactive is the most rewarding part of my role.”

**Rotary coordinators (RCs).** These experts can teach you proven, practical strategies for attracting and keeping members. They also help clubs get started on writing strategic plans. Sherri Muniz, who advises Zone 21B and part of Zone 27, says members often ask her about satellite clubs and other flexibility strategies for strengthening clubs. “Club and district leaders are beginning to explore the options and move in new directions,” says Muniz. “It really helps to share stories of clubs that are successfully embracing changes in structure.”

**Regional Rotary Foundation coordinators (RRFCs).** These coordinators are your go-to experts for anything related to The Rotary Foundation, such as how to plan and manage grant projects. Karen Oakes from the eastern part of Zone 24 helped district leaders find partner clubs for global grant projects. She frequently gives feedback on making projects sustainable. RRFCs also work with clubs and districts to meet their fundraising goals for the Annual Fund, PolioPlus, and the Rotary Peace Centers.

**Endowment/major gifts advisers (E/MGAs).** If you need help boosting high-level giving to the Foundation, E/MGAs can advise you. They help secure major gifts, set up endowment and major gifts subcommittees, and plan donor events like Million Dollar Dinners. Ashok Panjwani, E/MGA for Zones 4 and 6A, coordinated a Foundation dinner in Kuala Lumpur, Malaysia, that drew 300 Major Donors and Arch Klumph Society Members.

Find the regional leaders who can help you on our [Zone Website](#) or in the [Official Directory](#) (MyRotary sign-in required to access the online directory).
2018

District Conferences
- June 1-2 (District 6710) Paducah, KY
- June 7-10 (Districts 6820, 6840, 6860, and 6880) Biloxi, MS
- June 8-9 (District 6740) Harrodsburg, KY
- September 27-29 (Districts 6080 and 6110) Joplin, MO
- October 18-20 (District 5830) Longview, TX
  (District 6490) Bloomington, IL
- November 2-3 (District 6060) Cape Girardeau, MO
  (District 6460) Springfield, IL
  (District 6510) Mount Vernon, IL

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

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

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

Rotary Institute
- October 11-14 Montgomery, AL at the Renaissance Hotel and Spa

2019

International Assembly
- January 12-19 San Diego, CA

PETS
- February 27-March 3 Lone Star PETS, Dallas, TX
- March 1-3 Midwest PETS, Itasca, IL
- March 8-9 All Ohio PETS, Columbus, OH
- March 13-16 Great Lakes PETS, Kalamazoo, MI
- March 16-17 Land of Lincoln PETS, Effingham, IL
- March 28-30 Mid-America PETS, Fort Smith, AR
- March 29-30 Show Me Rotary PETS, Jefferson City, MO
  Mid-South PETS, Chattanooga, TN
- May 2-6 Ole Man River PETS, New Orleans, LA

District Conferences
- April 11-12 (Districts 6690 and 6620)
- May 2-6 (Districts 6200, 6820, 6840), Cruise from New Orleans, LA
Freeze Frame!

Images from Around the Zones

Cheryl Wooten Spriggs, Missy Eckenberg, RID Greg Yank, Bill Trant, Debbie Alexander-Davis, and Jerome Bannister at Mid-South PETS

RID Greg Yank, DGEs Dennis Cooper, Jayne Lowe, and John Deacon at Mid-America PETS

ARPIC Pamela Stewart leads D6190 breakout session at Ole Man River PETS

RI President-Elect Barry Rassin inspires attendees at All-Ohio PETS

D6710 Governor-Elect Michael Owsley with RID Greg Yank

Bob Warner, Zone 31 Project Lead, at Mid-America PETS