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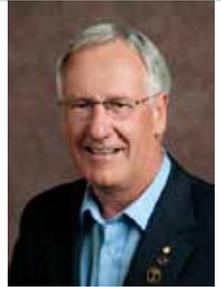
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## “ROTARY – THE NEED TO CHANGE FROM WHAT WAS TO WHAT CAN BE.”

Article by PDG Noel Trevaskis, Rotary Coordinator



In Rotary we talk about change. What does this really mean? According to my dictionary change is defined as 'to make the future course of something to what it is or what it would be if left alone'. Rotary clubs need to be thinking of the future and begin to embrace change.

For clubs to change, Members need to recognise there is a need within their club for change. They also need to have an understanding of why it is important to embrace change not just for the future of their own club but for the future of Rotary. Change is progress and Rotary needs to be seen as being progressive, keeping up with our changing society and be known as a flexible, adaptive and innovative organisation.

A good start to measure if your club is in need of change is to download the Club Health Check from the Australian Rotary website. Involve your Members in the Club Health Check as this will give a good indication as to what is happening in your club and it will give the club leadership the ability to develop a strategic plan for the future.

Many members question the need for change within Rotary. Quite simply, if we do not start changing there is a limited future for our organisation. We need to consider how our Rotary clubs are viewed by our local community and general public. If we are to gain new members and if we want to keep them we need to think about how we conduct our meetings. We need to be flexible and innovative in areas such as meeting times, venues, attendance requirements, membership, etc.

Looking back over the past one hundred years of Rotary, there have already been many changes. Change is continuous and change needs to accommodate everyone's needs and ideals but at the same time cannot compromise the Object of Rotary. We as Rotarians need to be progressive and embrace this as a positive move for the future of Rotary.

We need to change from what was to what can be.

# “THE BEST OF BOTH WORLDS”

## How to help Rotaractors transition to Rotary

*Rotary Leader March 2014 edition, Volume 4 Issue 5*

Rita Esterly was surprised to learn that most Rotaractors in her hometown of Jefferson City, Missouri, USA, never joined a Rotary club.

To Esterly, a past district governor, moving from **Rotaract** to Rotary seemed like a natural progression. After all, Rotary’s program for adults ages 18-30 gives young leaders a chance to take action in their communities, develop leadership and professional skills, and have fun while learning about Rotary. But the Rotary clubs in town weren’t attracting Rotaract alums. She decided to find out why.



She invited eight past presidents of the local Rotaract club to her home. “I discovered that these Rotaractors wanted the best of both worlds,” she says. “They wanted to remain together, but they also wanted to select one of the **four clubs in my city** that would offer networking and mentorship in their specific profession.” And they did not want to form their own club of young professionals, because they were seeking the mentoring available only in a multigenerational club.

Esterly took what she learned and collaborated with leaders from the other clubs to develop a solution. “We needed a bridge, which our satellite club model provides,” she says. Rotaractors can join the satellite club for a year while they remain connected to their Rotaract club, paying reduced dues and only paying for meals when they attend a meeting. They have six months to explore all four Rotary clubs and determine the right fit before they choose one to join. All four clubs send some of their members to the satellite club. And the clubs together plan and participate in service activities, such as a peace concert held on the steps of the state capitol last spring.

“It’s my prediction that within five years or so we will not even need the satellite club,” Esterly says. “We will have so many younger members in each of our clubs that they will provide the bridge for other young professionals and draw them in.”

Clubs around the world have adopted other ideas to make it easier for Rotaractors to become Rotarians. The **Rotary E-Club of Berlin Global** in Germany follows a hybrid meeting format, gathering twice a month at a meeting place in Berlin and other times online. Members who can’t attend in person can log in, “easing the attendance requirement for those who are really busy,” says club president Hugh Mortimer.

### HERE ARE OTHER WAYS TO ATTRACT ROTARACTORS TO ROTARY CLUBS:

1. Start a district career mentorship program to connect Rotarians with Rotaractors in the same profession.
2. Adopt a pay-as-you-go meal model to appeal to visitors and younger members.
3. Open up your next service project to Rotaractors, young professionals, and families. They’ll see first-hand how your club makes a difference in the local community.
4. Collaborate with other clubs to reach your membership goals.

à Get more ideas in chapter 4 of the [Rotaract Handbook](#).

# “RI PRESIDENT’S MESSAGE”

*Rotary Leader March 2014 edition, Volume 4 Issue 5*

Once Rotaractors pass the age of 30, they “age out” of Rotaract and, too often, they never go on to become Rotarians. For most, there are too many obstacles. Maybe the dues are too high or the meals are too expensive. Maybe the service projects aren’t that exciting. Or maybe no one ever asked them to join.

I would like to tell every Rotaractor: “We need you. And we are not doing enough to bring each of you into a lifetime of Rotary service. We are not doing enough to make Rotary clubs accessible, affordable, and meaningful to you.”

We all need to help make Rotary a place where young members are welcome, where their efforts are valued, and where they can make service a part of their lives. Some clubs already are doing this by adapting to the needs of all members. They meet after work in bars, before work in coffee shops, or online. We have clubs that skip meals to save on expenses, and new clubs chartered for members under 40.

# “ROTARY IN THE MEDIA”

*Message from Rotary International General Secretary John Hewko*



Rotary is receiving significant international media coverage this week for its role in the historic polio-free certification of the World Health Organization’s South-East Asia region.

Highlights include:

- **CNN International:** [India beats the odds, beats polio](#)
- **BBC.com :** [World now 80% polio free, World Health Organization says](#)
- **The Guardian:** [India may be free of polio – but the disease hasn't been eradicated yet \(op-ed by Archie Panjabi\)](#)
- **Reuters:** [Q+A: India at risk until polio is eradicated globally-Rotary](#)
- **The Wall Street Journal Online:** [Q&A: India Eliminates Polio](#)
- **HuffPost Live:** [Violinist & Conductor Itzhak Perlman LIVE](#)
- **Forbes.com:** [John Hewko explains polio's legacy](#)

I am also pleased to report that Rotary received extensive media coverage throughout 2013, with more than 626 news organizations in 35 countries featuring our humanitarian efforts. Of those, 58 stories appeared in top tier international news organizations, including nine out of the 10 most influential ranked by Forbes, including the **Associated Press**, **The New York Times**, **BBC**, **Agence France Presse**, **The Washington Post** and the **Wall Street Journal**.

Rotary's role in the fight to end polio was highlighted in top-level, global media at unprecedented levels last year. And Rotary’s partnership with its celebrity ambassadors for polio eradication helped raise our digital visibility to new audiences via posts on endpolio.org and celebrity social media channels.

Enclosed are a [report](#) and summary of Rotary’s 2013 media coverage and a sharable compilation of the highlights with links to the coverage [here](#). To view full articles, click on the headlines.

## “RI PRESIDENT RON BURTON; END POLIO NOW.”

*RI President Ron D. Burton’s message, from RI website, 1 May 2014.*

It's been a long race to the finish line. That line is now in sight. But we'll only cross it if we keep moving forward. And the only way to do that is with the help of every single Rotarian, everywhere in the world.

The first thing we need is your voice, and your advocacy. **Think ahead to World Polio Day, on 24 October:** What can your club and district do to raise awareness? Write letters to your elected officials, hold a purple pinkie fundraiser, plan an event with a local school. If you or someone you know has a story to tell about polio, share it at [www.endpolionow.org/stories](http://www.endpolionow.org/stories). The most important thing is to keep the momentum going. Let your community, and the world, know that the fight against polio is at its most critical stage yet.

I'm glad to report that the End Polio Now – Make History Today campaign is going well. Rotary met the terms of the new agreement with the Bill & Melinda Gates Foundation and received US\$70 million in matching funds in January, which will be fully committed in this calendar year. We have four more years of this agreement remaining, during which the Gates Foundation will match two-to-one every dollar Rotary spends on polio, to a maximum of \$35 million per year. I encourage all of you to do what you can to help us make the most of this opportunity. I know that together, we can engage Rotary to end polio – and change the world, forever.

# “LEAVE ROOM FOR CREATIVITY”

## Adjusting your club surroundings can spark ideas, conversation

*Rotary Leader May 2014 – Volume 4, Issue 6*

In the room where it meets, the [Rotary Club of Newcastle Enterprise](#), NSW, Australia, traditionally arranged dinner tables in a large U formation, which let club members see the guest speaker but limited dinner conversations. Club leaders came to realize that members often chose to sit next to a particular friend, and they'd often speak only to one other person.

Club leaders made a change and added smaller round tables, where a member can talk with six people at once. Not only has the new arrangement energized members, but it is also more welcoming to newcomers. How you arrange your club's physical space can make a big difference in your meetings. Here are some other ways clubs have experimented with their surroundings to spur interactions, spark ideas, and keep club members engaged.



*The Rotary Clubs of Lawrenceburg, Tennessee, USA, has its own room, which allows members to get boisterous.*

The [Rotary Club of Lawrenceburg](#), Tennessee, USA, has its own room at a local park. Bill Phillips, the club's historian, says that having a space that is like a clubhouse, comfy and private, has ensured that meetings are boisterous, sometimes even rowdy. "I think we would be more reserved in a public setting, and we would lose much of the character of our club," he notes.

In [San Luis Obispo](#), California, USA, active club members migrate over to a cigar shop, owned by one of the club's founding members, after the city's Thursday evening farmers market. Their chats there, which often stretch until closing time, have triggered many service project ideas.

The following are some suggestions you can try at your next meeting:

**Get talking.** Set up a whiteboard to boost interactions.

**Get social.** Communicate electronically throughout the week, by email or social media, to establish a more continuous connection between members. Experts say digital communication actually strengthens bonds and increases communication between individuals.

**Get out.** Change venues, occasionally meeting in an alternative location, or take your club on a field trip.

**Get together.** Plan an agenda-free, after-work meeting, such as a potluck, to encourage unstructured conversation among members in a fresh environment.

# “ATTRACTING - KEEPING MEMBERS”

*Ron Burton's Message, Rotary Leader May 2014 – Volume 4, Issue 6*

We've talked a lot in recent years about attracting members to Rotary, but we haven't talked enough about keeping them. Part of your job as Rotary leaders is to identify those clubs that are standing still — or worse, losing members — and help them turn things around. And that means doing things differently.

Some of the best ideas are coming from our newest clubs. My wife, Jetta, and I recently attended a Saturday morning meeting of the [Charlotte End-of-the-Week Rotary club](#) in North Carolina, USA, chartered last year. There wasn't a business suit in sight. Off in a corner, the members' children quietly entertained themselves with some paper, crayons, and toys.

Most of the members are from the Haitian community, with an average age of 35, and they aren't wealthy. Nobody pays for meals; someone brings bagels or sweet rolls. Nobody misses work to be there, and nobody misses time with their kids. They're also doing some great service projects, from volunteering at a local food bank to partnering with other Rotary clubs in Haiti.

If we want to engage young Rotarians and keep them as lifelong members, we have to think harder about their lives and the cost. That's not a problem we can solve in Evanston. This year, RI dues cost \$53, about one cup of fancy coffee a month. But too many people can't afford the costs set by clubs and districts, which can reach thousands of dollars a year.

Some clubs want the nice meal in the fancy restaurant, and that's OK. But we need to encourage Rotarians to make changes that work best in their communities, an idea that is central to the regional membership plans.

We need to be bold, flexible, and tolerant, because Rotary is a place where we embrace our differences. All that really matters is that we put Service Above Self.

# “YOU ARE NEVER TOO YOUNG TO CHANGE THE WORLD”

By RI Director Celia Elena Cruz De Giay, Rotary Club of Arrecifes, Buenos Aires, Argentina

RI President Ron Burton met with many young people as he presided over the Presidential New Generations Conference, 15 March in Rosario, Argentina, exchanging ideas and sharing his experiences and asking about theirs. Many Rotary members also shared, and we were all inspired by what we heard.

One young speaker in particular stood out. Lucia Gomez Garcia, only 9 years old, shared this with us:

*“Many people may think that kids our age are too young to change the world. Then I ask: At what age should we start? School has not taught that to me. Should we be more than 30 years old? Maybe people aged 18 to 30 could do it? Perhaps adolescents between 12 and 17 could do it?”*

*Let’s have a look at the example of Malala Yuosafzay. She was only 13 when she claimed freedom of education for women in Pakistan. Last year, speaking at the United Nations she said: ‘A child, a teacher, a pencil and a book can change the world.’*

*My idea to CHANGE THE WORLD is that Rotary increasingly continues to support New Generations. We are kids, do small things, but working with other kids our age, we can generate similar ideas in other people and achieve results that will allow us to realize that IT IS POSSIBLE to change the world for the better.*

*If you remember, when you were kids and you were asked what you wanted to be when older, you said: firefighter, police officer, doctor, teacher. You naturally chose service-oriented professions. So, young people and Rotary leaders, you have the keys in your hands, so that when you ask a child what he or she wants to be when they grow up, they can answer: “I want to be a Rotarian.”*

Speeches like this touched our hearts and made us more aware of why we need to give prominence to youth in Rotary. Our Presidential New Generations Conference will be remembered as an excellent opportunity to strengthen the bonds between Rotary and young people and to share with them a common aspiration to work for a better world.

Read the full article in [Rotary Voices](#).



RI Director Celia Elena Cruz De Giay (left) and RI President recognize Lucia Gomez Garcia during the Conference

## “UPCOMING WEBINARS”

Information received from PDG Noel Trevaskis

There will be two Webinars for August the 26<sup>th</sup> and 27<sup>th</sup>, the second webinar will be a repeat of the first.

Please register for Flexible and Innovative Clubs on Aug 26, 2014 6:00 PM EST at:

<https://attendee.gotowebinar.com/register/3040662381890031617>

Please register for Flexible and Innovative Clubs on Aug 27, 2014 8:00 AM EST at:

<https://attendee.gotowebinar.com/register/716508106027376897>

These two webinars will discuss how Clubs can and need to be Flexible and Innovative. PDG Jessie Harman and PDG Noel Trevaskis will lead this Webinar and will be sharing how some Clubs have gone about being flexible and innovative in their approach to membership, club meetings, diversity etc.

This webinar will appeal to all Rotarians.

After registering, you will receive a confirmation email containing information about joining the webinar.

# “ROTARY YOUTH EXCHANGE SHAPED MY LIFE”

By Denise DiNoto, Rotary Club of Colonie-Guilderland, New York, USA  
*Rotary Voices*, 29 April 2014

In August 1990, I left my hometown in rural upstate New York, for a year as an exchange student to Tasmania, Australia. The experience helped shape my adult life, as it has for many other exchange students. However, my situation was unique because I was one of the first students with a mobility impairment to participate in [Rotary Youth Exchange](#).

At the time of my exchange, I was able to walk short distances but used a manual wheelchair for the majority of my community mobility. I was unable to independently climb stairs, stand from a low chair, climb into a bathtub, or pick myself off the floor if I fell, which I did quite gracefully about once every month.

There were people who doubted how well I would do in an exchange because of my disability. They questioned how I would thrive in a foreign country and if I could ask strangers for help. Some wondered how I would participate in exchange activities, such as the nearly month-long tour around Australia – a highlight of the exchange. A few even suggested I excuse myself from the tour because I might be a burden on other students with my need for regular assistance.

But Rotarians believed in me, selecting me to be a representative of my country and Rotary. When others questioned my decision to leave home at age 16 and live for a year on the other side of the world, Rotarians gave me a chance to live my dream.

**Rotarians supported and encouraged me throughout my year abroad.  
Because Rotarians believed in me, I became more confident in my abilities.**

Lessons I learned during my exchange still resonate. Independence is not doing everything on your own. It is recognizing that asking for help can increase your opportunity to fully engage in the activities of your choice. Strength is not the ability to climb Kings Canyon with 80 other exchange students. It is advocating for your rights when facing discrimination from those in power. Home is not just the place you were born. Home can be wherever you find love and friendship.

As part of the arrangement with Tasmania, my home club also welcomed an exchange student with a disability. Samantha “Sam” Brundle was born with a rare congenital heart defect and came to New York on exchange in 1995. My parents hosted Sam, and her year started her on a course she could never have imagined. Returning to Australia, she went to work for Club Med, met the love of her life, married, and settled in Sydney. Her family was told at birth she would live just a few years. Samantha died in 2006 at the age of 30.

I will always be grateful to those special Rotarian supporters, in the United States and in Australia. I hope they fully understand how much their confidence transformed me into a confident, well-rounded adult. Now that I am a Rotarian, I am honored to be back in the Rotary family, performing service for others.

Learn more about [starting a Rotary Youth Exchange](#).

*Denise DiNoto works as an outreach advocate for people with disabilities at Consumer Directed Choices and has held title and leadership roles with the Ms. Wheelchair America advocacy program. Active in the community, she is president of The College of St. Rose Alumni Association and a member of the [Colonie-Guilderland, New York, Rotary Club](#).*



*Denise (left) and Samantha during Samantha's exchange year.*

# “FRIENDSHIP TREES”

## Rotary News

Rotarians have planted trees in the name of fellowship, friendship, and community service since the early 20th century. These trees, which can be found worldwide, have grown into enduring monuments of Rotary’s ideals.

As president emeritus, Harris traveled extensively during the 1920s and 1930s, often accompanied by his wife Jean. During these trips, the nature-loving Harris planted trees to symbolize goodwill and friendship.

In the fall of 1932, Harris embarked on a five-week tour of European Rotary clubs and planted trees along the way.

Harris planted trees in Berlin and also in Tallinn, Estonia, and Göteborg, Sweden, during this trip.

Planting trees soon became a hallmark of his travels, including in Australia, Brazil, Estonia, Japan, Mexico, and New Zealand. In *My Road to Rotary* Harris recalled:

“With the cooperation of Rotarians and local governments, I have planted friendship trees in the parks and playgrounds on five continents of the world and even on some of the major islands of the seas. Our trees stood as symbols of international understanding and good-will.”

Other RI presidents also observed the tradition. In 1931-32, then-RI president Sydney W. Pascall planted trees at the sites of Rotary clubs he visited, reportedly at Paul Harris’s suggestion.

Not all of the trees were planted outside the United States. The Harrises often entertained visiting Rotarians and dignitaries in their home, Comely Bank, and planted trees with their guests to mark the occasion. They called the garden their Friendship Garden.

**Today, Rotarians continue to plant trees to symbolise enduring friendships and fellowship, to beautify parks and communities, and to contribute to a greener world.**



*Paul Harris plants a tree with members of the Rotary Club of Göteborg, Sweden, in 1932 in this silent [video](#).*

# “UNDERSTANDING YOUNG PROFESSIONALS WEBINAR”

Watch a recording of the video and access the power point slides.

*From Rotary Membership Minute, April 2014*

For Rotarians who were not able to participate in the Understanding Young Professionals webinar on 19 March 2014, you can view a [video](#) of the session, as well as access the [PowerPoint slides](#); the password to access both is “YPC.”



## Share your Club or District Service Project and Membership Best Practices.

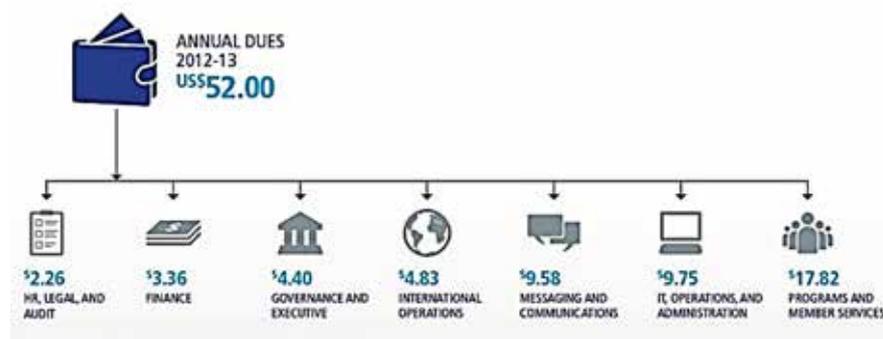
We would like to hear from clubs or Districts telling us what they have done. Please include a summary, contact details, and a couple of photos, and email to [Issa Shalhoub](#), this Newsletter’s editor.

*We also would like readers to share their experiences and stories on Best Practices in their Clubs and what has worked for their Clubs in gaining new members and also what has helped in keeping members.*

# “ 7 THINGS TO KNOW ABOUT YOUR MEMBERSHIP DUES ”

From Membership Minutes April 2014 and RI website

How much does it cost to be a member of your club? You can probably answer that question. What do your membership dues cover? The answer to that may not be as clear.



Many Rotarians know that a portion of their dues pays for club and district expenses, as well as Rotary International operations worldwide, but few know exactly how that all breaks down. Dues are extremely important, as they are the single biggest source of revenue providing the services you enjoy as a Rotarian.

Currently, RI dues are \$53. Depending on where you are in the world, that equates to about 4 to 14 percent of your total membership dues. The rest primarily covers club and district expenses, meals, and a subscription to The Rotarian or your regional magazine.

### Besides dues, what other sources of revenue does Rotary have?

Dues account for about 65 percent of Rotary's revenue. The next largest source of income comes from return on investments. Rotary also earns money through publication sales, international convention registration revenues, royalties, license fee income, and rental income at the world headquarters building in the U.S.

### Is Rotary financially healthy?

Yes. Rotary International's general surplus fund exceeds the target established in the bylaws, and the budget is balanced.

Read more: [Understanding your Club dues.](#)

Find club dues by region in the [Regional Membership Supplements](#)

All past editions of the “Rotary on the Move”  
Newsletter can be accessed by clicking [HERE](#)

If you wish to receive an electronic copy of this Newsletter, or you know of someone who would like to receive one, please email the editor; Issa Shalhoub [shalhoubissa@shoal.net.au](mailto:shalhoubissa@shoal.net.au)

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