

Rotary

District 7305

The Connector - October, 2019



World Polio Day is October 24

World Polio Day is a time for Rotarians all over the world to raise awareness about our efforts to eradicate polio for good. Throughout our district, and world wide, Rotary clubs are planning special events in support of the efforts to eradicate polio.

In Johnstown, on October 11 the Rotaract Club at University of Pittsburgh - Johnstown will promote Polio Plus and collect donations during a home volleyball game.

Also on the 11th, Northern Allegheny Rotary will host Wine Down Polio which is a fine wine dinner featuring four boutique wineries and a gourmet

meal with the proceeds going towards Polio Eradication.

The Rotary Club of Beaver is hosting a multi club social at Mario's Dockside Grille on the 23rd. It will be fun and fellowship and a 50/50 to benefit Polio Plus.

On the 24th there will be a joint "Pop a Cork to End Polio Now" fundraiser hosted by the Rotary Clubs of Johnstown Sunset, Conemaugh Township, and Johnstown. The three clubs will combine an evening of wine tasting with auctioning off "Rotarians at Work." The Rotarians who get auctioned off may assist with yard work, sewing, or be a personal chef, just to mention a few possibilities.

This year our new district is asking every club to donate \$1,500 to Polio Plus. With the 2 to 1 match from the Gates Foundation, that would come to a total of \$373,500 for Polio eradication if all 83 clubs in our district accepted the challenge.

So - what is your club planning to do to bring awareness to the work that Rotary is doing to eradicate Polio and to raise funds to get the job done?

Quote of the Month:

"Never, never, never give up. So long as Rotary members continue to believe that - so long as we never give up - then polio does not stand a chance."

Bill Gates (1955-)

HOW YOU CAN CELEBRATE

WORLD POLIO DAY

END
POLIO
NOW

HOST

- Organize a viewing party for friends and club members to watch the Online Global Update.
- Don't forget to tell us how you're celebrating! **Register your event.**
- Invite local media, officials, and leaders to introduce them to Rotary.
- Dedicate a club meeting to World Polio Day and update your website with the event details.
- Create a fundraising or community event. Every \$1 raised is matched 2-to-1 by the Bill & Melinda Gates Foundation.

WRITE

- Email or call local reporters and pitch a story about World Polio Day and your club's contributions to the effort.
- Write a letter to the editor of your local newspaper about the importance of ending polio. Send it to the op-ed or editorial features editor for consideration.
- Write your government officials asking for their continued support of polio eradication efforts.

SHARE

- Share the sample social media posts on your Facebook, Twitter and Instagram pages.
- Use the #endpolio hashtag to follow and join the global conversation on social media.
- Follow End Polio Now on Facebook and Twitter.
- Update your Facebook cover photo and Twitter avatar, using the graphics provided.
- Use **Brand Center** to create a People of Action End Polio Now social media post that promotes your club's local events.

VIEW

- Mark your calendar to tune in for Rotary's World Polio Day Online Global Update on 24 October.
- Visit the Rotary International Facebook page to RSVP to the Online Global Update.
- Follow the event on social media and share it with your network.

Donate Now

endpolio.org



Shaler Rotary at HEARTH

On September 8, a group from Shaler Rotary volunteered at HEARTH. This organization, originally named North Hills Affordable Housing, was created in 1989 by a group of concerned North Hills leaders who recognized an unmet need in the community and sought to remedy that need.

HEARTH provides a range of supportive services and housing that empowers homeless families, who are survivors of domestic violence or other trauma to become independent, self-sufficient and adequately housed. They also foster low income housing opportunities to prevent homelessness and encourage safe, affordable housing. HEARTH stands for Homelessness Ends with Advocacy Resources Training, and Housing.

The Shaler group helped install new couch and chair cushions for various rooms. It was a team effort and the day left everyone with a feeling of accomplishment.



Above: Another great Low Country Boil by Murrysville/Export Rotary.

Left & Below: Shaler Rotarians and friends putting in a day of work at HEARTH.

Below Right: Somerset Rotarians assisting with car parking at the annual Mt. Craft Days at the Somerset Historical Grounds.



Low Country Boil

Murrysville-Export Rotary's 13th annual Low Country Boil was held on September 8. The event supports the club's "Backpack-to-Go" program which provides food to children in need.



The World of Rotary

In his travels, Father Benoit Alloggia, OSB from The Rotary Club of Latrobe, has been sharing his time between Saint Vincent, the Archabbey in Latrobe, and Saint Anselmo, the International Benedictine Monastery in Rome.

On one recent excursion, while strolling the Villa Monte Cello park in downtown Rome, he sat down to enjoy the view. Next to him, he spotted a large bust of a man. Upon further examination he was surprised to notice that the bust was that of our Rotary founder, Paul Harris.

ROTARY CONNECTS THE WORLD!



Above: A bust of Paul Harris in Villa Monte Cello park in Rome, Italy

Right: Monessen Rotary donating recess equipment to Monessen Elementary Center

Above Right: The second annual Trike & Chug put on by Rotary of Westmoreland was a great success.



Trike & Chug a Success

Rotary of Westmoreland's second annual Trike & Chug took place on September 21. This event is a great example of how one can put "fun" into fundraising. Adults in various team costumes had a blast as they raced on tiny tricycles raising money to provide handicapped children with specialty tricycles.



Our New Zones 33 & 34

When our district was part of Zone 29, we were one of the eastern and southern most districts in that zone. With the realignment and reassignment to zone 33, we are now, next to district 7280 just north of us, the northwestern most district in our zone. And, as we are also paired with Zone 34, we now even have interconnections with three nations in South America.

Our new Zone 33 consists of 17 districts located in eight states and Washington, DC. It stretches from north western PA in the north to South Carolina in the south. It covers the entire coast line from Wilmington, Delaware to the South Carolina - Georgia border. In all the Zone encompasses all, or parts of, Pennsylvania, West Virginia, Delaware, Maryland, DC, Virginia, Tennessee, North Carolina, and South Carolina.

And, while Zone 34 "only" have 14 districts, those districts are spread out over a very large area. The Zone covers Georgia, Florida, and Puerto Rico as well as most of the Caribbean islands and the three small countries French Guiana, Suriname, and Guyana on the South American north eastern coast just east of Venezuela.

The three Caribbean districts alone cover 32 islands, of which several are independent nations or protectorates.

So, imagine the new connections you can make by attending our joint Zone Summit in Atlanta this November.

This is truly a time to make new friends and seize the opportunity to establish new relationships with a whole new set of Rotarians.

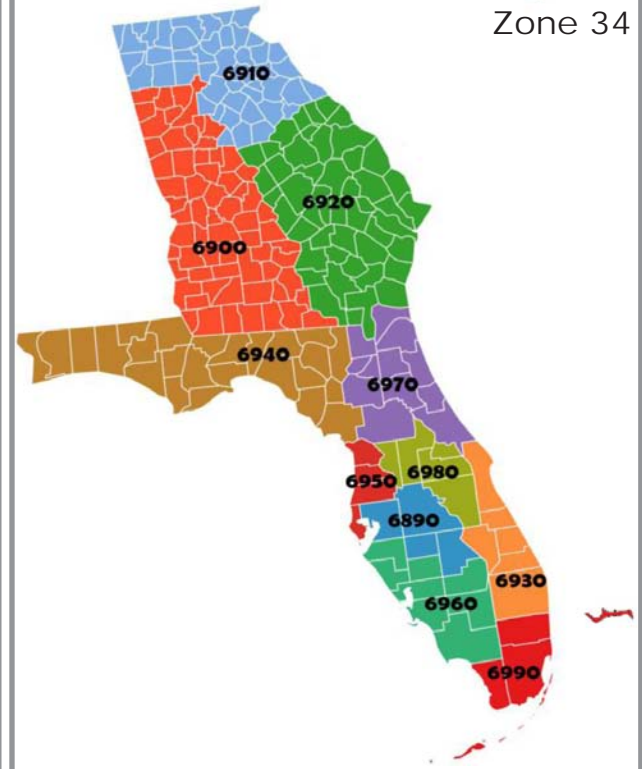
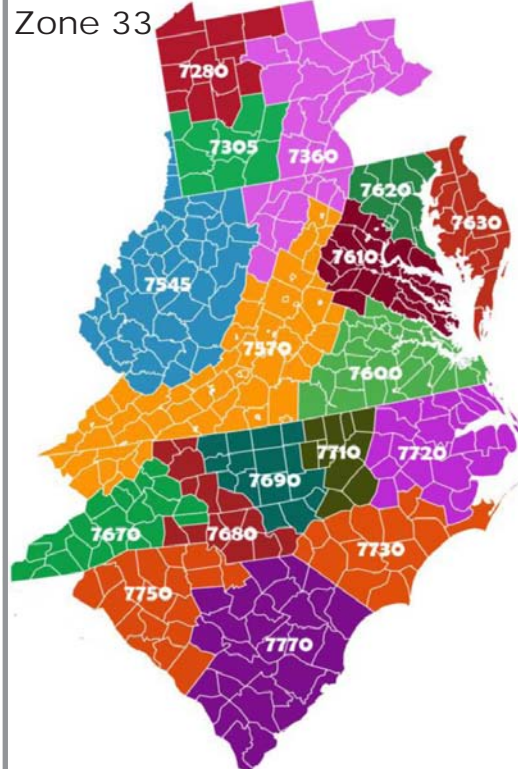
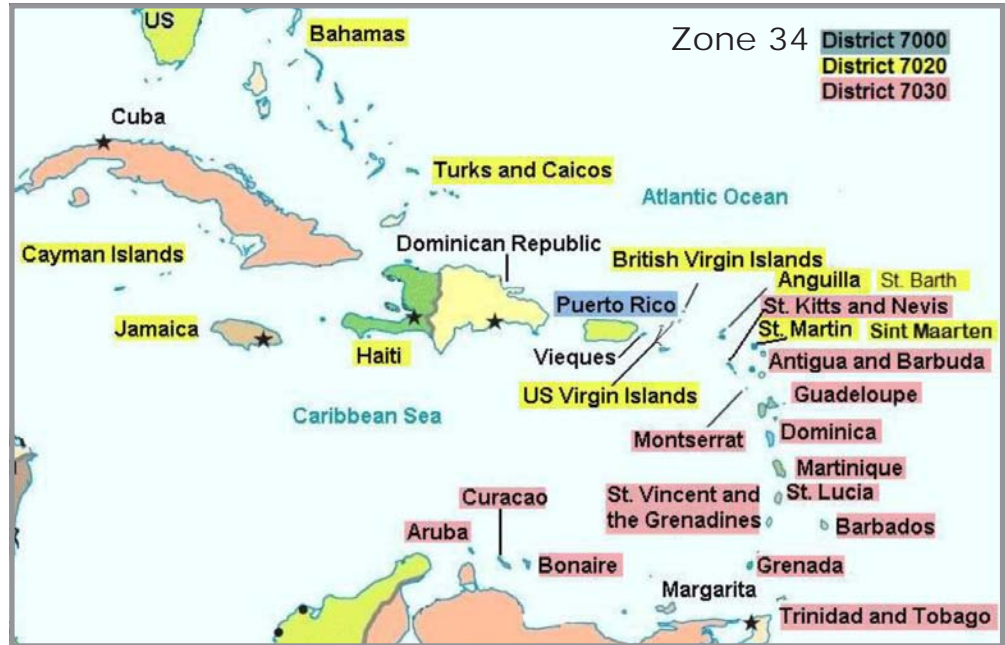
Bahamas Hurricane Relief

Hurricane Dorian was the most powerful tropical cyclone on record to strike the Bahamas, and is regarded as the worst natural disaster in the country's history. It was the fourth named storm, second hurricane, and the first major hurricane of the 2019 Atlantic

hurricane season.

With Bahamas being part of our new paired Rotary Zones 33 and 34, it's natural that we, as fellow Rotarians, look into what we can do to help.

This month's issue of The Bulletin Board has a post that explains how to donate to the Donor Advised Fund for Hurricane Dorian Disaster Relief.



Rotary



ATLANTA 2019
NOVEMBER 21-24

ROTARY
LEADERSHIP
SUMMIT

Atlanta Leadership Summit

While in last month's newsletter we shared information about the great speakers that will present at this year's Zone 33-34 Leadership Summit in Atlanta, in this month's issue we focus on the small group breakout sessions which will occur on Saturday afternoon.

In order to touch upon multiple areas of interest, the Summit will offer 12 different breakout topics to choose from including:

- How to Improve your Rotary Image
- Rotaract & Elevating Rotary with PRIP Barry Rassin
- The Guatemalan Literacy Project Up Close
- Q & A with R. I. Staff and Leaders
- The R.I. Strategic Plan
- Quick Hacks for TRF
- Solving Hunger in Your District with RUSH
- Emerging Leaders Hot Topics,
- Million Dollar Dinner Development
- Water and Sanitation Through HANWASH
- The Tanzania and Ghana Literacy Projects
- Grow Rotary-What Does Rotary Need to Look Like to Address the Membership Crisis.

Great stuff, so don't miss it!



Don't miss this month's issue of *The Bulletin Board*. 29 pages with lots of Rotary events that are coming up all around our district! It will be emailed to you and will also be published on the district website and Facebook page.

Remember, if your club has an event that you would like to promote, please email the newsletter editor at: editor@rotarydistrict7305.org

Growing Your Club's Membership is Possible

By Nancy Leonhardt, 2018-19 membership chair for District 6150, Arkansas, USA. From Rotary Voices.

When it comes to membership growth, there are no magic potions. Our district was blessed to add more than 65 new members last year, one of only four districts in our zone to have any increase. But I can't point to just one thing we did that achieved those results. Instead, planning, goal-setting, follow-thru, and hard work on the part of many committed individuals were instrumental in the success we achieved.

My committee and I emphasized the importance of membership growth and engagement at every district event last year. In addition, our membership committee undertook the following efforts:

- Chartering a new club for the first time in the last 10 years. The Rotary Club of Little Rock Afterhours meets at 5:30 p.m. on the first Mondays of each month, allowing members to attend meeting on their way home from work. Additionally, members meet a second time during the month for a social, service project, or committee meeting. Of the charter members, 31 are new Rotarians and 10 are former Rotarians, 55 percent are female, and 53 percent are under 40.
- Quickly and consistently acting on new Membership Leads. I reached out to each lead within hours of receipt. I followed up with clubs to check the status of the leads that were forwarded to them to keep that dialogue always going.
- Encouraging clubs to set membership goals in Rotary Club Central and regularly reminding members of the goal.

Six of our clubs worked particularly hard to increase their membership: Helena, Jacksonville, Jonesboro, Searcy, Sherwood, and Stuttgart.

Jonesboro's membership chair, Brian Rega, is the club president this year. He had a club competition (a horse race) to encourage growth.

Stuttgart's membership chair, David Leech, an assistant governor, set a goal of 100 members by the end of

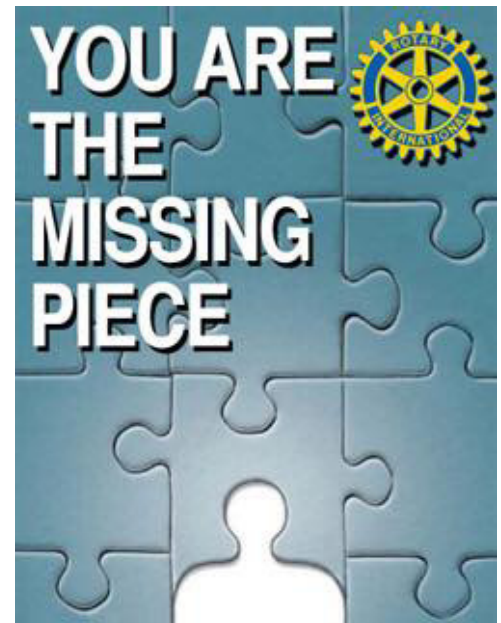


Nancy Leonhardt's district added 65 members last year, one of only four districts in the southwest region of the United States to mark an increase. In *Rotary Voices*, Leonhardt explains how the growth was not the result of any one effort, but many separate initiatives involving planning, goal-setting, and follow through by committed individuals.

Photo courtesy of Rotary Voices

the year and constantly reminded the club of that goal. Both Brian and David were members of my team. The other four clubs had presidents who "got" the membership message and encouraged the club on a regular basis.

So, in conclusion, the simplest message to clubs is this: Set a goal, share the goal, keep the club updated, offer encouragement along the way, and celebrate at the end.



History of The Four Way Test

In the early 1930s Herbert J. Taylor set out to save the Club Aluminum Products distribution company from bankruptcy. He believed himself to be the only person in the company with 250 employees who had hope. His recovery plan started with changing the ethical climate of the company. He explained:

"The first job was to set policies for the company that would reflect the high ethics and morals God would want in any business. If the people who worked for Club Aluminum were to think right, I knew they would do right. What we needed was a simple, easily remembered guide to right conduct - a sort of ethical yardstick - which all of us in the company could memorize and apply to what we thought, said and did.

I searched through many books for the answer to our need, but the right phrases eluded me, so I did what I often do when I have a problem I can't answer myself: I turn to the One who has all the answers. I leaned over my desk, rested my head in my hands and prayed. After a few moments, I looked up and reached for a white paper card. Then I wrote down the twenty-four words that had come to me:

1. Is it the truth?
2. Is it fair to all concerned?
3. Will it build goodwill and better friendships?
4. Will it be beneficial to all concerned?

I called it 'The Four-Way Test' of the things we think, say or do."

First testing it out on himself, he realized that the first question, "is it the truth?", was barely applied in his business' day-to-day operations. After 60 days, Herbert J. Taylor decided to share those principles with the four department directors of his company (each had a different religious faith). Those four directors validated his principles, and rolled it out company-wide.

When studying his advertising statements, he realized how very little could be stated as "truth", so a lot of copy writing adjustments were made to realign the company's messages with a sense of genuine truth. The aggressiveness towards competition was also scrutinized and

eliminated.

In 1932, Taylor's company was on the edge of bankruptcy. 20 years later, by applying the Four-Way Test, the company had repaid its debts, generously paid its shareholders, and had a healthy financial balance.

In the 1940s, when Taylor served as Rotary International Director, he offered the Four Way Test to the organization, and it was adopted by Rotary for its internal and promotional use. Never changed, the twenty four word test remains today a central part of the permanent Rotary structure throughout the world, and is held as the standard by which all behavior should be measured. The test has been promoted around the world and is used in myriad forms to encourage personal and business ethical practices. Taylor gave Rotary International the right to use the test in the 1940s and the copyright in 1954. He retained the rights to use the test for himself, his Club Aluminum Company and the Christian Workers Foundation.

Charles R. Walgreen Jr., son to Walgreens founder Charles R. Walgreen, was a good friend and fellow Rotarian. He adapted the Four-Way Test for Walgreens in 1955. Based on the ethical business principles Walgreen learned from his father, these four questions are the foundation of the Walgreen Way and are still displayed in every Walgreen office.



The Four Way Test

of the things we think, say and do

1. Is it the **TRUTH**?
2. Is it **FAIR** to all concerned?
3. Will it build **GOODWILL** and **BETTER FRIENDSHIPS**?
4. Will it be **BENEFICIAL** to all concerned?

Why are some of the words in the Four Way test CAPITALIZED? The answer is probably that, in the age of type writers, this was the simple way to emphasize a word as there was no way to write anything in **bold**. Sources: Wikipedia & Walgreens

Rotary Convention Update

Whether the Rotary International Convention is held in a location that you are able to drive to or in a location half-way around the world that requires a long flight to reach or somewhere in between, such as Hawaii, you can be sure that there will be lots of other Rotarians and their families in attendance from further away than you. After all, more than 150 countries are represented at each year's convention, something that is almost unbelievable and something that we Rotarians can be very proud of.

The fellowship, the knowledge, the different ideas, the different customs as well as the different faces and clothing make this annual get-together a very unique event that cannot truly be described, it must be experienced.

June 4-10, 2020, is your opportunity to take part in this wonderful one-of-a-kind gathering in one of the most beautiful places on Earth, Honolulu, Hawaii. Be sure to register on the RI Website – www.rotary.org – before the Dec. 15 Discount Deadline and start to make your plans so that you don't miss out.

A Rotary Convention Moment

By PDG Walt Sickles - The following is an exceptional Rotary Moment that was described to me first hand, only minutes after it happened, by PDG Rick Martin, a great friend and traveling companion to several Rotary International Conventions. This particular occurrence took place the day after the RI Convention had ended in Lisbon, Portugal, several years ago.

We were fortunate to attend the Lisbon Convention with three other couples. The day after the convention ended we were free to do some sightseeing so we hired a van driven by a local tour guide to take us on a day tour around the countryside.

We first went to the small village of Sintra which was located about an hour's drive from Lisbon. Upon arriving, we toured a beautiful castle up on the hill. Next we split up and were just looking around the small but very colorful business district.

The couple who experienced the

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"Rotary Moment" ran into another couple whom they had not met before but who were obviously Rotarians because the gentleman had on a Rotary shirt with the word "Canada" on the back.

These two couples had been talking for a short while when a young man very politely approached them and asked the fellow wearing the "Canada" / Rotary shirt what city he was from.

The fellow replied that he was from Toronto. The young man responded that he was curious because 10 years before that he was a Rotary Exchange Student from India, his home country, to Toronto, Canada.

The Rotarian replied by asking who the young man had stayed with (who were his host parents) while he was in Toronto.

The young man thought for a moment and then said that he remembered that his host mother's name was Bev.

The Rotarian paused, in thought for a short while, and then replied to the young man that he had stayed with them and that his wife, Bev, was standing right next to him.

Needless to say, it was a wonderful and quite unexpected reunion, the sort of happening that can only take place in a worldwide family type of organization such as Rotary, of which there aren't very many.



Global Polio Eradication Initiative

Launched in 1988 after the World Health Assembly, encouraged by Rotary, passed a resolution to eradicate polio, the Global Polio Eradication Initiative (GPEI), along with its partners, has helped countries to make huge progress in protecting the global population from this debilitating disease. As a result, global incidence of polio has decreased by 99.9% since GPEI's foundation. An estimated 16 million people today are walking who would otherwise have been paralysed by the disease, and more than 1.5 million people are alive, whose lives would otherwise have been lost.

The goal of the Global Polio Eradication Initiative is to complete the eradication and containment of all wild, vaccine-related and Sabin polioviruses, such that no child ever again suffers paralytic poliomyelitis. Now the task remains to tackle polio in its last few strongholds and get rid of the final 0.1% of polio cases.

What is Polio?

Polio is caused by a human enterovirus called the poliovirus. Polio can interact in its host in two ways:

- Infection not including the central



Rotary's Four Way Test

Of the things we think, say or do:

1. Is it the **truth**?
2. Is it **fair** to all concerned?
3. Will it build **goodwill** and **better friendships**?
4. Will it be **beneficial** to all concerned?

nervous system, which causes a minor illness with mild symptoms.

- Infection including the central nervous system, which may cause paralysis.

Less than 1% of poliovirus infections result in paralysis. The virus is most often spread by the faecal-oral route. Poliovirus enters through the mouth and multiplies in the intestine. Infected individuals shed poliovirus into the environment for several weeks, where it can spread rapidly through a community, especially in areas of poor sanitation.

The poliovirus consists of an RNA genome enclosed in a protein shell called a capsid. There are three serotypes of wild poliovirus type 1, type 2, and type 3 each with a slightly different capsid protein. Immunity to one serotype does not give confer immunity to the other two. Outbreaks of poliovirus were largely unknown prior to the 20th century. However, with improved sanitation in the 20th century, the average age at which individuals were exposed to poliovirus increased. With progressively declining protection from maternal antibodies, poliovirus infection increasingly resulted in paralysis.

Type 2 poliovirus was declared eradicated in September 2015, with the last virus detected in India in 1999. Type 3 wild poliovirus has not been detected anywhere in the world since November 2012.

As of September 25, there have been 82 cases of type 1 wild polio virus detected in 2019 (16 in Afghanistan and 66 in Pakistan). While this is an increase compared with 2018, the goal is still in sight.