

Rotary



District 7305

The Connector - September, 2019



Rotary's Strategic Plan

The following text is from "The Action Plan" - a presentation on Rotary's new Strategic Plan developed by the Strategic Planning Committee, RI Strategy Office, and RI Communication Department and Consulting Partner.

Rotary's Strategic Plan is a plan of action. We know there is a big gap between who we are as an organization today and who we need and want to be. Because we are people of action, we are putting this plan into play so that we can fulfill the vision of "together, we see a world where people unite and take action to create lasting change - across the globe, in our communities, and in ourselves."

This Action Plan is ambitious but achievable, with a five-year time frame that will push us but not exhaust us. It's focused and to-the-point. It has four priorities that reflect the input, feedback, and hopes of more than a million people with whom we interacted to develop this strategy.

Here is some detail about one of those priorities: Increase our impact.

Action in this priority will answer the questions "What is Rotary's legacy? How do we define and measure impact? And how can we do more good in the world?"

Rotarians are effective problem solvers who create solutions that last because we invest in relationships; what all the leadership books today call "building social capital."

Quote of the Month:

"This is a changing world; we must be prepared to change with it. The story of Rotary will have to be written again and again."

Paul Harris (1868-1947)



Past Rotary Foundation Trustee Stephanie Urchick is our Rotary International Director for 2019-2021. She is also the chair of the Strategic Planning Committee that has developed Rotary's Strategic Plan.

We know how to mobilize our networks. We are constantly learning from our experiences as we participate in clubs, volunteer in projects, and manage our careers. Throughout the fight to end polio, we've shown what we can do when we draw on our collective strengths. We created solutions customized for the people they serve. We evaluated results to learn from our successes and setbacks. We forged partnerships with global health partners. When we found the infrastructure was missing, we built it.

This is our legacy. And it's also a model we will use again and again in pursuit of our goals: educating the world's children, ensuring equitable access to water and sanitation, helping local economies grow sustainably, and so much more.

But in a data-driven world, legacies must be measurable. To increase our impact, and provide even more

proof of what Rotarians are capable of achieving, we must become more data driven.

This kind of measurement is a best practice in every sector - you probably do something like it in your own profession. We know that current and potential partners, as well as younger Rotarians and potential members, want to see hard proof of impact. By documenting the metrics of our good work, we get a clear picture of results. We learn how to replicate and scale up our successes. And we can tell more compelling stories about the good we do.

There's a lot we can do at the club level, too. We're going to encourage a greater sense of focus - instead of clubs trying to do too many things and getting only halfway there. We're going to help clubs collect more information on community impact and do pre- and post-activity evaluations, so they can tell compelling stories about the impact they are making.

Our impact on the world has only just begun.



If you decide to attend the RI Convention in Hawaii, you may be treated to some ukulele music performed by RI President Mark Maloney. Read more about the Hawaii Convention on page 4

The Bob Williams Memorial Rotary Scholarship

The Bob Williams Memorial Rotary Scholarship Committee is now accepting applications from current high school seniors and G.E.D. students from high schools located in Allegheny and Beaver Counties and from Burrell Area, Kiski Area and New Kensington/Arnold school districts in Westmoreland County.

Rotarians are encouraged to seek applicants for this scholarship program. Historically, eight scholarships have been awarded at \$5,000 each.

The application materials can be found on the District 7305 website under the Scholarship link: Bob Williams Scholarship. They will also be published on The Bulletin Board, our district's new publication for all types of Rotary projects and events (see page 4 for more information).

Rotarians in the designated areas listed above are encouraged to get the application materials to their area high school counselors.

Please note that this is a need-based scholarship. The deadline for receipt of the applications is the last day of February 2020.

For additional information, please contact Committee Chair PDG Bob Arbuckle at: rarbuckle66@gmail.com



The District Golf Outing

By Dan Kravetz, Golf Chair

Beautiful weather greeted the participants in the first District 7305 Annual Golf Tournament. This inaugural event was held at Green Oaks Country club in Verona on August 12. Some 60 Golfers enjoyed a day on the golf course. And an additional 20 Rotarians joined them for dinner where District Governor Jim Hahn welcomed everyone and managed to fit in a few jokes as well!

The winning foursome was from Dormont-Mt. Lebanon-Castle Shannon Club and featured: Bob Watson, Ed Cipriano, Jeff Johasky, and Joe Gavazzi.

Several skill prizes were also

awarded. However, no one managed to get a hole-in-one and win the beautiful Cadillac that was up for grabs, courtesy of Rotarian Tom Rohrich of Rohrich Auto Group.

Many thanks to all the Tee sponsors who helped defray the costs of the Event !

While it may seem a long time away, don't forget to put the 2020 District Conference Golf outing on Friday June 26 at the beautiful Seven Springs golf course on your schedule.

FORE!



Above left: The Little League team, sponsored by the Rotary Club of Somerset and Somerset Trust Bank, won their division this year. Here they are with Head Coach Dr. Mark Yaros (back row, far right) and Past Club President, Michael Kuhn (front right). **Above right:** The Monroeville Rotary Club has moved Bill Segar's caboose. Now begins the work to get it restored.



RYLA Two Ways

Going into the merger of Rotary Districts 7300 and 7330, each district had their own take on how to run the RYLA program. Rather than making a hasty decision on how to merge the two programs, it was decided to keep them both and let time tell if they will eventually become one, or if they may continue to exist side by side.

The 7300 RYLA program is a week long leadership development that challenges students in areas of leadership, interpersonal skills, personal reflection and discovery, and service-focused application while offering opportunities to create new relationships with their peers from across the region. Workshops are conducted by Rotarian and non-Rotarian facilitators. Often, previous RYLA graduates serve as volunteers and counselors to assist in enthusiasm and acclimation for new candidates.

Previous RYLA graduates will, en masse, greet and unload arriving students' cars upon their arrival at the campus of LaRoche University located in McCandless Township to surprise of the student and parents.

Students must submit an application to attend RYLA. The cost for the program is \$400, which is covered by the sponsoring Rotary Club. The target candidates for RYLA are students entering their junior year in High School. Some clubs sponsor specific students; others contribute funds to sponsor any student needing funding.

All RYLA graduates are awarded a \$5,000 per year scholarship to attend



Above: After completing "The Crucible" a one-mile obstacle course at Outdoor Odyssey, participants in the 7330 RYLA program celebrate (and cool off) with a dip in a nearby pond.

Below: A group at the 7300 RYLA learns how to work together by listening to and following directions. At the end of the exercise, the group is able to walk in a circle with hands up while sitting on the person behind them and simultaneously supporting the person in front of them.

Photos and text courtesy of District 7305 RYLA Co-Chairs Owen Standley and Richard Martin

LaRoche University, if they choose to attend higher education there.

The 7330 RYLA program has been hosted at the Outdoor Odyssey Leadership Academy in Boswell, PA for over ten years. Located at a former Boy Scout Camp, Outdoor Odyssey specializes in groups of all sizes for team building and developing leaders.

Each class of students shares in a week of mentally and physically demanding challenges that foster team building along with problem solving, leadership, and interpersonal skills. RYLA is a week-long program that costs \$450 that is underwritten by the sponsoring Rotary Club. This year's class included 27 students ranging from ages 14-18.

Each RYLA class is mentored in

leadership, humility, and compassion while tackling spelunking, repelling the 50' tower, zip lining, and more. In the evening, the students engage in what is called "The Gratitude Circle", in which they share what they are most grateful for around the campfire. Often students discover new depths of self-awareness and shed their insecurities. This standout staple of the program is attributed to rooting lifelong relationships. The evenings also include presentations from distinguished Rotarians from the district to discuss subjects such as The Four Way Test, Rotary Youth Exchange, and Networking through Rotary.

The students in this year's RYLA class participated in "The Crucible", the on-site multi-mile obstacle course. Unlike a competition or race, the students accomplished segments of the course together as a team, encouraging one another along the way to meet their collective objective. All of the students ran through fire, wiggled through the low ropes course, solved riddles and puzzles, crawled in the mud, and splashed down into the pond. Despite the varying skills of the individual students, they all worked together as a team to bring everyone to the finish line.

At the beginning of the week, we received children, but by the week's end we parted ways with mature young adults who are fearless in conquering the world.



Hawaii - Now Is The Time

...(if you haven't already done so) to start planning for the next Rotary International Convention in beautiful Honolulu, Hawaii, June 6-10, 2020. After all, it's only 9½ months away.

As we mentioned last month, a Rotarian who has not yet had the opportunity to experience this event is truly missing out on a great deal of what Rotary is really all about.

Those who have had that opportunity know the exhilaration, excitement and fun that comes your way from participating, along with 25,000 to 40,000 other Rotarians and their loved ones, in this truly amazing gathering.

Meeting and greeting old and new friends, all of whom have Rotary and its mission in common, is most certainly the biggest benefit of attending the convention but the opportunities to learn about new ideas, techniques and contacts certainly run a close second benefit-wise.

Be sure to read all about the convention in the September issue of "The Rotarian" magazine that came out recently. Then, after doing so and whetting your appetite, check out all of the pertinent arrangement information on the following website: riconvention.org

Also, remember that you can receive a substantial discount on your Rotary International Convention registration fee by making that reservation no later than December 15 of this year.

The Annual Rotary International Convention is one of the greatest examples of how our theme for this year, "Rotary Connects the World" works.

Make your plans now so you don't miss out. You'll be glad you did.

The Bulletin Board

With over 80 clubs in our new district, one challenge was to figure out a way to allow them all to get their

projects and fundraisers published.

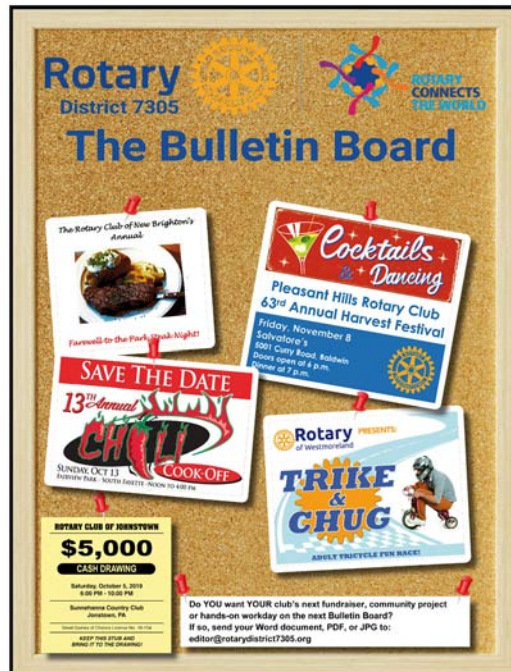
In this newsletter, we only have so much space. Adding 10, 20, 30 or more flyers to each issue would probably make it too large to email to all Rotarians in our district.

So, after thinking about this for a while, we decided to add a second publication with the purpose of sharing this type of information with everyone in our district.

In a day or two you will receive an email with the first issue of district 7305 "The Bulletin Board"

While some of the information in the first issue has been found on club Facebook pages, there are also events on there that some of you have sent directly to the editor of this newsletter.

If you want a future event published, please send it to us at: editor@rotarydistrict7305.org



Atlanta Leadership Summit

In November, leaders from all over Zones 33 and 34 will gather in Atlanta for several days of great Rotary education and fellowship. This year much of the focus will be on the important issues of Hunger, Leadership, and Literacy.

The Literacy Project will make a difference for a Title One school in Atlanta. The Argyle Elementary School has been identified as a priority for low-income families struggling to send their children to a healthy and educational environment. The summit organizers are asking that you pack your bags with school supplies that we can provide to help Argyle's students succeed in life.

Other great speakers, on the Literacy front, will include Rotary International Director Kamal Sanghvi, speaking on solving illiteracy in India, Rotary International Director Stephanie Urchick, discussing how we are tackling literacy issues across the globe and in our own backyard and Dick Anderson, from the Guatemala Literacy Project, who will share how his program is making huge differences.

When it comes to developing high performance leaders, no one hones that subject better than Brandon Williams of Lead-Tac. Brandon believes that alignment, accountability, discipline, motivation, and communication are the keys to successful leadership. And, Rotary International Peace Fellow, Jeff Whitfield, will discuss how peace is a key component to everything that we do in Rotary! Friday night we will feature e Aimee Copeland, who will tell us her story of perseverance and her pursuit of empowering people of all abilities.

At this year's Summit, we are also incredibly fortunate to have Dr. Chales Owubah, formally of World Vision and now CEO of Action Against Hunger, speaking about solving the world's hunger crisis through prevention and treatment. And you too can make a difference in local lives by participating in packing 100,000 meals with Meals of Hope; all of which will be donated to local food banks! So don't miss this year's Rotary Zone Leadership Summit!



Using Correct Rotary Graphics

It is true that there is no “Rotary Police” anymore. We are now allowed to have our clubs meet every other week if we want. We can offer a corporate membership, and we are allowed to offer Rotaractors Rotary membership at a reduced rate. While all this is true, there are still some basics that we should all adhere to, especially when it comes to using Rotary Graphics.

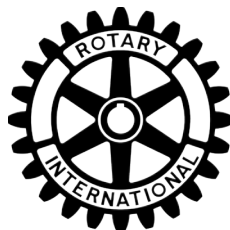
In 2011, Rotary launched an initiative to strengthen our image, expand public understanding of what we do, and engage and inspire current and prospective members, donors, and partners.

As part of that initiative, the marketing firm Siegel+Gale was hired to do a study on public recognition of Rotary and our brand. Through extensive global research, they discovered that Rotary had all the necessary strengths for greatness, we just needed to communicate our differentiated approach and impact in terms that were clear and compelling to our audiences.

One of the findings was that there was quite a bit of confusion when it came to our logo: the Rotary wheel.

As a result of these findings, Rotary developed a clear public image. As we move forward, it is important that we all speak the same “graphic language” so as not to confuse people.

Rotary



Rotary



There are two basic logos used by Rotary International. One is our “Mark of Excellence” which is the Rotary Wheel used on its own. The other is the “Rotary Logo” which consists of the word “Rotary” paired with the “Mark of Excellence” as seen above.

Rotarians have been working hard to tell the story of our impact in their communities. Thanks to their efforts, our public awareness levels globally have grown from 60 percent in 2012 to 75 percent in 2015.

As with all organizations, be it a multinational business, your local softball league, or your Rotary

club; name recognition is essential if they are to clearly communicate effectively with potential buyers, players, or - as in our case - potential members or donors.

Therefore, please do take a look at your club’s current marketing materials to see if they have been updated to adhere to Rotary’s graphic guidelines. If they have not, there is plenty of help to be found on the Rotary website at rotary.org

If you log on to your personal account at *My Rotary*, you will be able to access the *Brand Center* with all of its resources. There you will find current logos, print ads, radio spots and so much more.

At the *Brand Center* there is also a section under the heading *Materials* that has templates available for you to use to create a proper club logo, a new club brochure, or even a club newsletter.

Our district also has a couple of really dedicated Public Image Coordinators. Felicia Mycyk and Joe Piszczor are available to help if you have any questions regarding public image issues. In fact, we are going to try to have a short piece on this subject in each issue of the newsletter. Felicia and Joe may also offer webinars showing how easy it is to create personalized brochures and other materials for your Rotary club. We are hoping that you will find that adhering to Rotary’s graphic guidelines is not hard. You may actually find that it makes it easier to produce materials for your club.

ROTARY.ORG > MY ROTARY > BRAND CENTER

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WELCOME TO THE BRAND CENTER

Tell the story of Rotary and how we are people of action in your community and around the world.

LEARN MORE



Join Leaders. Exchange Ideas. Take Action.



MATERIALS

Use our customizable materials to promote your club, projects, and programs.

LEARN MORE

Rotary’s Brand Center, found under “My Rotary” on the RI website, is a great source of information, inspiration, and resources for anyone wanting to create proper logos, event flyers and other graphic materials for their Rotary Club.

Governor's Club Visits

A couple of months into our Rotary year, District Governor Jim Hahn has been making his rounds to several joint club meetings.

At the joint meeting of the Greensburg, Delmont-Salem and Mountain View Rotary Clubs on August 27, DG Jim Hahn was greeted by Mark Barnhart in a 1996 Superior Chancellor Funeral Coach manufactured by the Superior Coach Company. Being fellow funeral directors, they ended up talking shop after the meeting. Turns out that this very model was the first new funeral coach Jim purchased for his business.

On August 21, Jim was hosted by the Rotary Clubs of Conemaugh Township, Johnstown, and Richland

Township at the Crow's Nest in Tire Hill.

The three clubs did a joint 50/50 and also circulated the Rotary Club of Johnstown Box of Change. The purpose of the Box of Change is to collect loose coins or bills. Once the amount in the box is significant enough, it is used to change some ones day or life through a Random Act of Kindness. At this meeting, the money in the box was increased by the proceeds from the 50/50. In all, about \$200 was collected.

At the end of the evening, a "random" name was drawn to perform the Random Act. Imagine everyone's surprise as the name on the pice of paper was Jim Hahn.

We are all eagerly awaiting Jim's report as to what his Random Act will have been.

Rotary C.A.R.E.S.

As we in newly formed District 7305, experience a new beginning, we are also directly involved in the start of a new community service project: "Rotary District 7305 C.A.R.E.S." This stands for "Child Awareness & Response Emergency Service" and is a project designed to provide safety and care for children in an emergency situation.

In short, the program ensures that, in the case of an accident where a child's parents or guardians are incapacitated, there is a document with clear instructions as to whom to contact to ensure that the children are cared for by family or friends.

This year's First Lady, Marlene Hahn, wife of DG Jim Hahn, heard about this idea and suggested that it be developed and implemented in our new district.

At DG Jim's Cluster Official Club Visits, he is promoting and explaining this new project. Also, beginning on August 22, Jim is distributing the kits and publicity flyers to all of the club members at his visits. (Clubs that had their Official Club Visits before that will receive their kits and flyers from their Assistant Governor in the near future).

All members are then asked to distribute these to all First Responder Organizations as well as to Child Day Care Centers, Obstetricians, Pediatricians, Elementary Schools, etc. The project will work only if the kits are then given to parents/guardians of young children and used by them according to the instructions.

The hope is that this program will blossom and become well known throughout our district so that it can continue to grow and flourish over a number of years to come and perhaps even spread to other districts.

The desire to have this project become very successful is mainly because it can help protect our young folks, the future of our country and even our world. Each one of us can help to make this a reality without a great deal of individual effort; but our combined efforts can make a huge difference and truly show that "Rotary Connects the World".



Top left: At the joint meeting of the Rotary Clubs of Conemaugh Township, Johnstown, and Richland Township, DG Jim Hahn was given "The Box of Change" and was tasked with performing one or more Random Acts of Kindness. **Top right:** DG Jim Hahn and Greensburg Rotarian Mark Barnhart, both funeral home directors, share memories in the back of a hearse. **Lower left:** Ron Davis, President of the Rotary Club of Conemaugh Township, signs DG Jim Hahn's End Polio poster.



Rotary District 7305

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district.secretariat@comcast.net

Visit us on Facebook

www.rotarydistrict7305.org



Maximizing Your Rotary Foundation Contribution

The Rotary Foundation supports local community projects worldwide. Your annual contribution to The Rotary Foundation helps to fund different projects locally and worldwide.

District 7305 has a matching plan where every \$100 or more contributed individually by members to the Annual Fund or PolioPlus will be matched by the District.

To participate in the matching plan, please mail your check made payable to The Rotary Foundation, along with the contribution form of your members, to the District Annual Giving Chair, Richard Martin, PDG. He will mail your check with the contribution form plus the match from District 7305 in your members' name. By doing so, the individual member will reach the next level of a Paul Harris Fellowship that much quicker.

Richard is also available to speak at your Rotary Club meeting on any topics regarding The Rotary Foundation.

For a 1 to 1 match from our Rotary District, have your Club Foundation Chair mail your \$100+ TRF contribution to:

Richard Martin
1456 8th Avenue
New Brighton, PA 15066-2226

If you want Richard to speak at your club on any subject related to The Rotary Foundation, contact him at:

rick.rotary@yahoo.com
724-846-0147 (work)



Annual Giving Chair Richard Martin can double your donation to The Rotary Foundation. Read the text on the left to find out how.

Nigeria Three Years Polio Free

By Anne Gulland, *The Telegraph*

Nigeria is set to mark three years since it saw its last case of polio on Wednesday – an important landmark on the road to official eradication of this deadly childhood disease.

Nigeria is the last country in Africa to record wild poliovirus infections, but if no more cases are found in the next few months the whole continent could soon be declared polio free.

Wiping out the disease in Africa is a huge milestone as there were still around 20,000 cases every year at the beginning of the millennium.

The last reservoir of the disease was the conflict-riven Borno State in north eastern Nigeria, where the presence of militant group Boko Haram prevented health workers from getting out to vaccinate children – the only way to eradicate polio.

Dr. Tunji Funsho, chairman of Nigeria's polio committee for Rotary International, said that the liberation of the area from Boko Haram had been key to ensuring no new cases of polio surfaced.

"The challenge was in the north east, particularly in Borno State, but in the last three years we have been able to access more than 90 percent of children that we were not able to access in 2016," he said.

Three years ago 600,000 children under the age of five missed out on vaccination, compared to 60,000 today, he said.

"Even in the areas where we cannot easily access the children we have eyes on the ground to detect cases of acute flaccid paralysis and

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?

samples can be taken and sent to the appropriate lab.

"These inaccessible children are scattered across a wide geographical area, which would not be able to sustain circulation of wild poliovirus. However, that does not preclude us from trying to get to these children," he said.

Since Nigeria's last case of the disease in 2016, the government has implemented more than a dozen extra vaccination campaigns and improved surveillance and routine immunization.

It has conducted satellite imaging of isolated communities on hundreds of islands on Lake Chad to work out which are inhabited. Vaccinators have also set up clinics in markets and at border posts to try and catch all unvaccinated children.

But while outbreaks of wild poliovirus have been wiped out there are still cases of the vaccine-derived poliovirus – a rare form of the virus that only arises in under-immunized communities.

There have been 104 of these cases of this form of the virus globally so far this year, compared to 50 in the whole of 2018. The largest number of cases has been in Democratic Republic of Congo.

To begin the process of certifying the continent polio free a team of independent scientists will examine data from all 47 countries to look for a sign of an overlooked case or gap in surveillance.

GET READY FOR

WORLD POLIO DAY

SAVE THE DATE



SAVE THE DATE – OCTOBER 16, 2019

**INTERACT CONFERENCE
DOUBLETREE BY HILTON HOTEL – GREEN TREE**



WORLD POLIO DAY – OCTOBER 24, 2019

SAVE THE DATE – NOVEMBER 13, 2019

**2019 WORLD AFFAIRS INSTITUTE
FURTHER DETAILS CLOSER TO THE EVENT**



SAVE THE DATE – JUNE 6-10, 2020

**2020 ROTARY INTERNATIONAL CONVENTION
HONOLULU, HAWAII**



SAVE THE DATE – JUNE 25-28, 2020

**DISTRICT CONFERENCE
SEVEN SPRINGS MOUNTAIN RESORT**



SAVE THE DATE – JUNE 27, 2020

**THIRD GRADE SPELLING BEE
SEVEN SPRINGS**

