



The Heartbeat



Zones 30-31
September 2018



The new Rotary year is well underway as we recently celebrated Membership Month in August. I thought it would be important to reflect back on the 2017-2018 Rotary Year and acknowledge the good work done by the 60,000 Rotarians in Zones 30 and 31. My thanks to our zone coordinators and assistants in Public Image, Foundation and Membership. Below is a summary of key metrics in Membership and our Foundation.

As you can see, we had a very solid year raising money for our Foundation to support both our local communities

through district grants and our world in the six areas of focus through global grants. In addition, giving to our endowment continues to increase and ensure our good efforts will continue.

Membership numbers in our 26 districts were disappointing as we continue to lose Rotarians. Twenty four of our 34 zones worldwide lost members with Rotary showing an 8,000 loss year over year 2017-2018. I wish I had the “magic bullet” to prevent continued losses. See the articles by Rotary Coordinator Brent Rosenthal and Rita Esterly on this subject. All of us must be dedicated to inviting good people to experience our Rotary Club meetings, service projects and social functions. As President Barry Rassin

said in his message in the September issue of The Rotarian, “The world needs Rotary, and Rotary needs strong clubs and engaged members in order to do more good. It is our responsibility – yours and mine – to make sure everyone who shows an interest in joining Rotary gets an invitation.”

	Zone 30	Zone 31
Membership	30,725 (-542)	29,286 (-744)
Clubs	605 (-3)	675 (-7)
New Clubs	2	2
Satellite Clubs	2	11
Foundation		
AF per capita	\$116.78	\$116.09
Polio	\$1,565,000	\$1,158,000
Endowment	\$850,000	\$360,000
Bequest Society	410 (30 new)	544 (17 new)
Major Donors	857 (82 new)	824 (74 new)
AKS	4 new	3 new
PHS	947 (+80 for year)	794 (+80 for year)
Total giving	\$5,846,000	\$4,756,000
Non-giving clubs	46	79
% Sustaining member	55%	51%

Director's Message (continued from Page 1)

We now are tracking important metrics in the area of Public Image thanks to good work of Coordinators Chuck Barnett and Elizabeth Usovicz and their assistants.

In July and August, we held four zone regional leaderships seminars - two in each zone. Over 200 Rotarians attended. On Friday, we held for the second year training facilitated by Elizabeth Usovicz and Woody Northup for assistant governors, and for the first time, workshops on Global Grants conducted by Jim Roxolo, Beth Stubbs, Rich Churchman and Brian Hall. We focus a lot of attention on giving to our Foundation, but less on what we are doing with the money to make our communities and the world better.

Our Zones 30-31 Rotary Institute will be held in Montgomery, AL October 11-14, that preceded by training for our DGEs and DGNs on Oct. 9-10. I hope many of our PDGS will attend to renew friendships, hear motivational speeches and hear the latest updates from Rotary senior leaders on what is happening in organization. Our Institute theme is "Dream Rotary's Future."

Please do not forget World Polio Day October 24 – see the article from Elizabeth Usovicz about this important day.

In this newsletter, please see also the names and roles of Zones 30-31 leadership team. These individuals are ready and willing to assist our districts and clubs in any way they can. Please invite them to events you are having and "put them to work!"

Greg Yank
Rotary International Director 2017-19



Engage Alumni During Reconnect Week

Reconnect Week, October 1-7, is an opportunity for clubs and districts to engage local alumni. Rotarians everywhere are encouraged to celebrate alumni in ways such as hosting a live event, organizing an online video conference, or simply inviting an alumnus to coffee. Consider how you can use Reconnect Week to work toward your goal of encouraging alumni participation in club and district service projects, global grants, events that celebrate alumni and networking opportunities.

For example, District 6200 has promoted prominent alumni from its region as speakers for its monthly training webinars and at district conferences. Jason El Koubi, a Rotary Foundation Scholar, recently spoke at the district's Foundation webinar. Currently the Executive Vice President of the Virginia Economic Development Partnership, El Koubi is a testament to how Rotary is strengthened when time and energy are committed to supporting alumni.





We Can All Contribute to Rotary's Growth

Brent Rosenthal, PDG
Zone 30 Rotary Coordinator

Everywhere I go for Rotary people tend to ask the same questions about how to grow their Rotary clubs. I think we all want to find some “magic bullet” and ignore what our Director Greg has dubbed “blocking and tackling” or the simple basics. The basics are these: first, the single best way to attract new members is to tell your own Rotary story – what Rotary has meant to you and done for you and, by extension, what Rotary can do for others. Second, the best way to make a new member a true Rotarian for life is to give that member the opportunity to experience Rotary in a way that is fulfilling to that member. As I often say, every person joins Rotary for a reason, to do something, to be something or someone. If that reason is met, they stay. If not, they leave. It's all about allowing Rotarians of all ages, experience levels and demographics to pursue their passions through Rotary

A few years ago, some Rotarians floated a question – is Rotary a service organization with members, or a membership organization that does service? I felt at the time that this “angels on a pinhead” question offered a false choice. Rotary is a doing organization. I joined, you joined, we all joined, to do something—something bigger than we could do alone and (dare I say it) world changing. Rotary, perhaps alone among the great organizations in the world, offers that opportunity. That still excites and motivates me, as I hope it does you. Share that message – share your message - with non-Rotarians. My belief is that only the most egocentric won't get excited as well and want to become Rotarians.

But that is not enough. Every Rotary leader at every level can and should work to make sure every Rotarian is involved in Rotary activity in a way meaningful to him or her. Share your Rotary story with someone this month and beyond. Encourage your club leaders to view every Rotarian in your club as important and worthy of a great Rotary experience, and then watch your club grow and re-energize!

Engage Members Through Leadership Development

We should recognize the need to invest fully in our members through leadership, personal and professional development. Younger professionals, including Rotaractors, value ongoing development opportunities. Almost a quarter of resigned members surveyed had unmet leadership development expectations. You can help address this by promoting development.

Refer to resources such as [Leadership in Action](#), [The Young Professionals Tool Kit](#), [2018-19 Rotary Citation](#), and [Be a Vibrant Club](#). You can also publicize mentoring programs, networking events, and Rotary fellowships to offer additional development opportunities.

EMERGING ROTARY LEADERS

SEMINAR

Friday, October 12, 2018

8:30 a.m. – 5:00 p.m.

\$100 per participant

(includes lunch and materials)

[To register, click here](#)

or join us for the Rotary Institute.

\$395 full package includes this seminar and Institute registration.



Emerging Rotary Leaders

ROTARACT SUMMIT

Saturday, October 13, 2018

8 a.m. – 4 p.m.

\$20 per participant

(includes lunch and materials)

[To register, click here](#)

or join us for the Rotary Institute.



Director's Accountability Report

Here's a summary of activities related to RI responsibilities handled by your Director since last update:

July

July 13-14 HOA regional leadership seminar Erlanger, KY
 July 20-21 HOA regional leadership seminar St. Louis
 July 26-28 HOA regional seminar leadership New Orleans

August

August 2-5 HOA regional leadership seminar Gardendale, AL
 August 8 Audit Committee webinar
 August 9 "Building New Clubs Together" RI webinar
 August 15 Attended RC of O'Fallon Sunrise
 August 16 Spoke at social of the three Clubs in Jackson, TN
 August 17-19 Final Institute planning meeting Montgomery
 August 27 Webinar for aides at the Institute
 August 28 Spoke at Fairview Heights Midday RC
 August 29 D6510 Council of Governors

September

Sept 8 Popcorn Day Ridgeway, IL with Mark Maloney
 Sept 18-19 RI Strategic Planning Committee in Evanston
 Sept 20-22 Rotary Zone 24-32 Institute Montreal
 Sept 27-29 DC Joplin, MO 6080 and 6110

October

October 7-14 Rotary Institute Montgomery, AL
 October 15-17 Audit committee Evanston
 October 18-20 District 5830 conference Longview, TX
 October 22-27 RI board meeting

World Polio Day

What are your club's or district's plans to promote R.I.'s part in ending Polio? Consider these options:

- ◇ Encourage Rotarians to watch Rotary's Sixth Annual World Polio Day livestream on endpolio.org and show Rotary's virtual reality films as part of events.
- ◇ Communicate how crucial Rotarians' continued giving to PolioPlus is, even as we're close to polio eradication. Refer to endpolio.org for resources on why funds are still needed.
- ◇ Leverage World Polio Day to engage members in the significant work that Rotary is doing globally and showcase our achievements to prospective members.
- ◇ Assist in planning and promoting an event. Encourage Rotarians to share and promote their events at endpolio.org/world-polio-day.
- ◇ Identify prospective donors who show interest in and support polio eradication by checking social media and event attendance lists.

Membership Video



Rita Esterly, Zone 31 Rotary Coordinator, has recorded a new video explaining the Zones' new membership initiative. Invite a Zone Membership Facilitator to be your guest speaker at an upcoming District meeting or Club Assembly!

One Day, One Focus: World Polio Day Ideas



Elizabeth Usovicz
Zone 31 RPIC

Through our efforts and partnerships, Rotary has helped to immunize more than 2.5 billion children in 122 countries against polio. October 24, World Polio Day, is our opportunity to educate and inspire our communities about progress toward eradication. Whether your club is in a small town or major metropolitan area, there are meaningful ways to highlight Rotary's global health initiative. Here are a few ideas for promoting World Polio Day awareness.

High School Athletic Event

Fall is peak time for high school football, track and other athletic events. Host an information or refreshments table at the game to raise awareness and funds for polio eradication. Consider projecting the End Polio Now logo onto the scoreboard or field. Partner with your local Interact or Rotaract club to plan and conduct the event.

Walk or Run for Polio Eradication

Governor of District 6880 Alabama, Sam Adams, has been running to several of his club visits wearing an End Polio Now T-shirt. Host a walk or run to raise funds and awareness. Ask businesses along the route to post End Polio Now messages on their storefront marquees.

End Polio Now Livestream Watch Party

Rotary's [World Polio Day livestream](#) will take place from the College of Physicians in Philadelphia at 5:30 p.m. Central Time/6:30 p.m. Eastern Time on Wednesday, October 24. Host a watch party at a local venue. Invite friends, prospective members and Rotaracters to attend. Include local media, elected officials and community leaders on your guest list.

Promotion on Social Media

Create a Facebook page for the event. Promote the event on social media, such as club Twitter, Facebook and Instagram pages or websites. Share posts and tweets on your social networks, and encourage club members to share them with their networks. Tag club and community members involved in the event in your posts. Use hashtags such as #Rotary, #EndPolioNow and #WorldPolioDay in your posts and tweets.

Visit [EndPolio.org](#) for helpful resources to plan and promote your event, find nearby events, and join the World Polio Day livestream. EndPolio.org also includes links to the Rotary Brand Center logos, images and videos, as well as proclamations, press releases and fact sheets.

Together, We Inspire, and Together, We End Polio.

Rotary Coordinators

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Other Zones' Leadership Team

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[For a listing of all the assistant Rotary Coordinators click here](#)

Come Dream Rotary's Future

We're looking forward to seeing you in Montgomery, Alabama this October 11th – 14th as we "Dream Rotary's Future". The event will be held at the Renaissance Montgomery Hotel and Spa at the Convention Center.

This year, the Institute Committee has assembled an extraordinary speaker lineup including: a welcome by Alabama Governor Kay Ivey, former United States' Ambassador to the United Nations Andrew Young, Rotary International President-Elect Mark Maloney, Rotary Foundation Trustee Gulam Vahanvaty, Rotary International General Secretary John Hewko, our Zones' own Director Greg Yank, and more!

This year's class reunion will be a "Low Country Boil" dinner at the city's Union Station Train Shed, a historical landmark.

Plus, you don't want to miss our **End Polio Now** benefit concert by the world famous Wynonna Judd and the Big Noise at the Montgomery Performing Arts Centre on the evening of Friday, October 12th.

The Governor-Elect Training (GETS) and Governor-Nominee Training (GNTS) Seminars will precede the Institute, on October 9th - 11th. Other highlights include a golf outing on Thursday, and previews of the 2019 International Convention in Hamburg, Germany and the 2019 Zone Institute in Fort Wayne, Indiana. And of course, there's plenty to do in Montgomery itself.

Join RI Zones 30-31 Director Greg Yank as we all Connect, Inspire, Transform, and End Polio.



DREAM
Dream Rotary's Future

Montgomery, Alabama

Rotary Institute, Oct 11-14 | Pre-Institute Training, Oct 9-11

Coming Events

2018

District Conferences

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

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 15-16 Ole Man River PETS, Natchez, LA

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

District Conferences

April 12-13 (Districts 6690 and 6650)

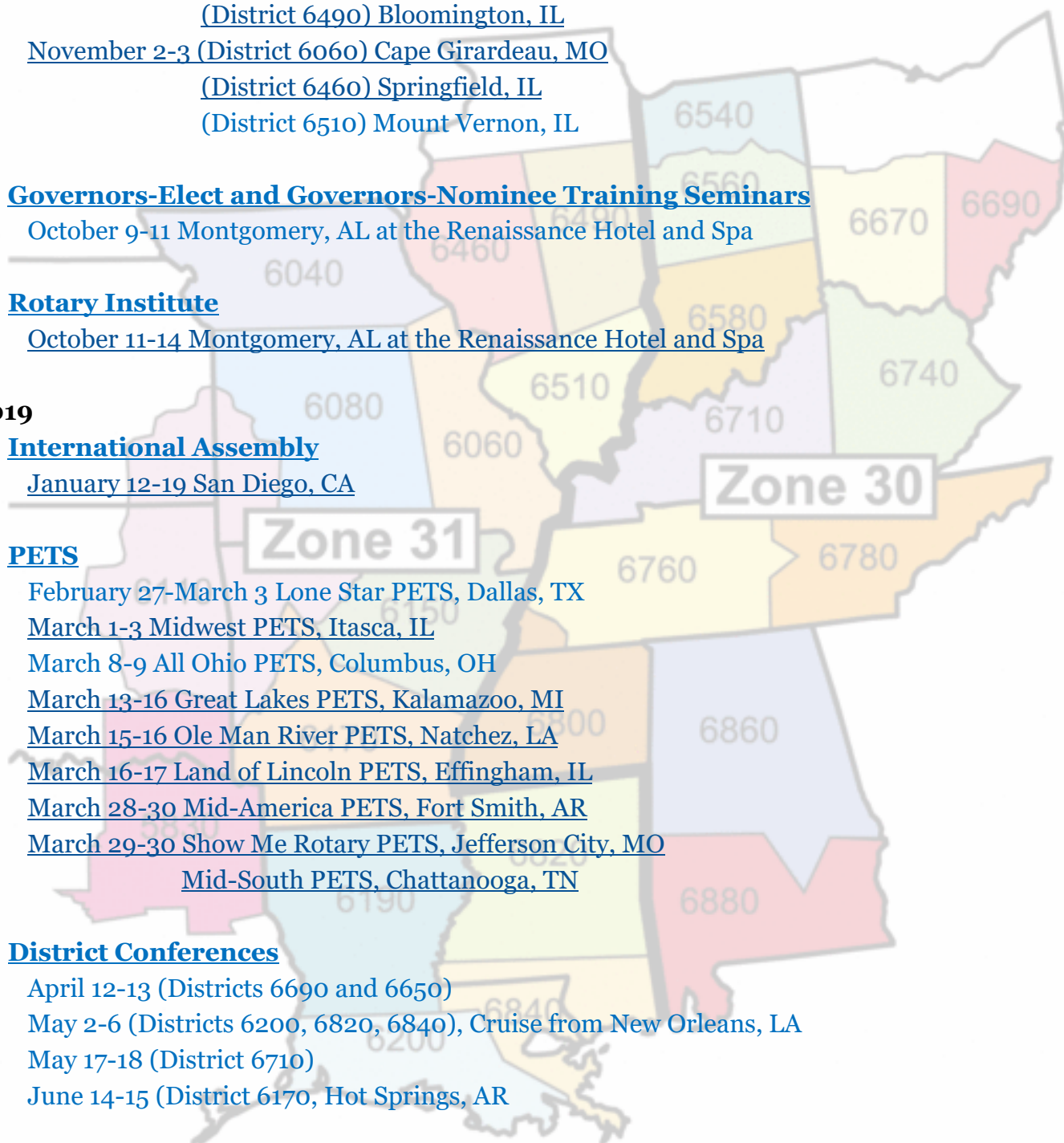
May 2-6 (Districts 6200, 6820, 6840), Cruise from New Orleans, LA

May 17-18 (District 6710)

June 14-15 (District 6170, Hot Springs, AR)

International Convention

June 1-5 Hamburg, Germany at the Hamburg Messe





Zone 30-31 Visioning Facilitator Trainers with the District 6170 Governor line & District Visioning Chair



Monthly, RC of Farragut (TN) Washes over 150 Loads of Clothes for the Needy in the Community



RC of Baton Rouge Stuffs 100 bags for Homeless



RC of Metairie (LA) Delivers School Supplies



Chuck Barnett, Laura Carrie and Shane Pyle



Fun at the St. Louis Leadership Seminar

