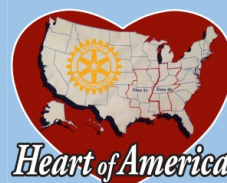




The Heartbeat



Zones 30-31

March 2019



Greetings Colleagues:

The International Assembly is over and was a great success. For the first time, 60 Rotaractors joined the Governors-elect on Wednesday through Friday. By now you all know the theme for the 2019-20 Year with President Mark Maloney – “Rotary Connects the World,” so fitting to what our great organization is doing every day.

Spring is here and that means PETS and district conferences will abound throughout our zones. Given our structure, training our club leaders is essential. Our zones are involved in nine PETS: Show Me, Land of Lincoln, Mid-America, Lone Star, Old Man River, Mid-West, Mid-South, All Ohio and Great Lakes. This essential training gets better each year.

To our current leadership team – Governors, Rotary Coordinators and their assistants: Remember that we have four months left to make our final push to achieve the goals you

each set. Thanks to each of you for Making a Difference and Being the Inspiration to your Districts and Clubs.

I want to highlight two of the decisions approved at the January RI Board meeting. ([Link to Board Decisions](#)). One is a new policy on Diversity, Equity and Inclusion Policy Statement for Rotary International:

“As a global network that strives to build a world where people unite and take action to create lasting change, Rotary values diversity and celebrates the contributions of people of all backgrounds, regardless of their age, ethnicity, race, color, abilities, religion, socioeconomic status, culture, sex, sexual orientation, or gender identity. Rotary will cultivate a diverse, equitable, and inclusive culture in which people from underrepresented groups have greater opportunities to participate as members and leaders.”

Our goal for the number of women in Rotary and in Rotary Leadership positions is 30 percent by June 2023.

The Board also authorized the general secretary to work with Toastmaster’s International to develop and launch a co-branded online product, including communication and leadership modules to be made available first to Rotaract clubs, then non-club based participants and Rotary Clubs. It approved a budget of \$230,000 through 2021 for this purpose. This partnership is significant in that Toastmasters has a reputation for excellent training modules, and our members and leadership will see a real benefit if they take advantage of it.

I am particularly delighted with our work through February in increasing the number of Rotarians becoming members of the Bequest Society. Our two zones have added 57 members for a total of 992. Less than 2 percent of Rotarians are members. We should and can do much better. Thanks to our two EMGAs, Pam Stewart and Floyd Lancia, for their vigilance in this area.

Don’t forget to sign up for our Heart of America event in Hamburg on Sunday, June 2 at a Hofbrauhaus near the Convention. Go to the [Zone website](#) or [click here to register](#). I’ll also see many of you in Chicago at the Council on Legislation April 14-18. The 2016 COL was historic in many ways. Let’s see what this one brings.

Director-elect Floyd Lancia and his colleagues back-benched their first RI board meeting in January. He is going to represent all of you very well as he assumes the position from me in about 90 days. Floyd is very well respected by his fellow board members and the RI staff.

Let’s finish this Rotary Year strong. I appreciate what each of you are doing! - Greg

Membership Success Story and Training Opportunity

The Rotary Club of Grenada, Mississippi (D6800) has doubled to 52 members in the last 1½ years. How did they do it? The club focused on improving the quality of its meetings, asking its members for their ideas and active involvement, and capturing the community's attention through its successful Rotary Garden of Life which has so far grown and donated 800 pounds of food to the local soup kitchen. Way to go, Grenada Rotarians! What are the ways your clubs have become flexible and innovative to grow and better serve your communities?

Courageous Leadership webinar

Forty percent of club leaders say that attracting new members is the biggest challenge their clubs face. But is recruitment the issue? Or is it creating a vibrant membership experience, one that is irresistible to both current and prospective members? Using stories of transformation from Rotary and their professional careers, trainers Louisa Horne and Doug Logan (D7820) outline one strategy for making necessary changes to the club experience while bringing members along with you.

Join us for the webinar “Courageous Leadership” on Wednesday, March 27, 2 p.m. Central Standard Time. Register and see when the webinar is in your time zone. Even if you are unable to attend, all registrants will receive the recording and slides after the webinar.

Membership Success in our Zones

Congratulations to the following districts which have a net gain in membership through February: 6780, Governor Jim Roxolo; 6560, Governor Dale Basham; 6740, Governor Dean Hammond; 6690, Governor Craig Maxey; 6150, Governor John Deacon; 6840, Governor Don Bryan; 6510, Governor Janice Alka; 5830, Governor Judy Guthrie; and 6190, Governor Cecil Campbell.

Zone Fellowship Dinner in Hamburg

The Hofbräuhaus is the cradle of Bavarian tavern culture - the origin of tradition, “Gemütlichkeit” (a state or feeling of warmth, friendliness, and good cheer) and hospitality. From 6 to 10 p.m. on Sunday, June 2, Rotarians from Zones 30 and 31 and their guests will gather for dinner at the Hofbräu München Wirtshaus at Esplanade 6 in Hamburg. After attending the opening session of the Convention, join us in the evening for the modern-day version of a tradition dating back to 1516. More information on the venue, food and location at: www.hofbraeu-wirtshaus.de/esplanade.

Registration is now open and can be accessed from “[Register Now](#)” link on the Zone website at www.rizones30-31.org. Registration is also available from the DACdb calendars within the two zones. The links will allow both Rotarians and those without a DACdb login to see registration options. The price is \$50 per person, which includes an open bar. Food will be served buffet style to the table and include appetizer, entrée, vegetables and dessert.





Grow Your Membership

Haris Sofradzija
RI Regional Membership Officer, Zones 30/31

With the International Assembly over and PETS season in full swing, the transition to the next Rotary year has begun. There are things you can do now to create a good foundation for growth in the year ahead, including:

Use the [State of Membership PowerPoint presentation](#) at district conferences to raise awareness of membership data and trends and create an opportunity for attendees to discuss ways their clubs can be [flexible and innovative](#) to spur growth.

Encourage clubs' incoming boards to take the [Rotary Club Health Check](#) and work on strategies to improve membership and club operations so they can hit the ground running on July 1st.

2019 is the 30th anniversary of [the COL decision to welcome women into Rotary](#). Organize a district or multi-district event celebrating the impact women have made in Rotary and promoting ways to increase their presence.

Remind clubs to use the [Program Participants and Alumni Report](#) to find former Rotaractors, Youth Exchange students, Ambassadorial Scholars, GSE team members, and other past program participants and alumni living in, hosted by, or sponsored by the district. Encourage clubs to invite this group who know and value Rotary to meetings and service projects and consider them for membership.

Make sure next year's district membership chair has a [membership committee](#) supporting their efforts. Committee members can come from: experienced and knowledgeable AGs; club leaders who've increased membership; and participants in your zones' membership initiative. They'll bring different kinds of expertise to the committee, share the workload, allow the committee to be more effective, and create a pool of future membership leaders.

Growing membership isn't about numbers but about creating strong, vibrant clubs that can do even more good in the world. It's also about giving others the opportunity to impact their communities and transform themselves through Rotary. If I can help with these efforts, contact me at haris.sofradzija@rotary.org or (847) 866-3105.

March is Water & Sanitation Month

Clean water is a basic need for human beings. When people, especially children, have access to clean water, they live healthier and more productive lives. However, at least 3,000 children die each day from diseases caused by unsafe water, which is what motivates our members to build wells, install rainwater harvesting systems, and teach community members how to maintain new infrastructure.

While very few people die of thirst, millions die from preventable waterborne diseases, providing the impetus for our members to also improve sanitation facilities in undeveloped countries. Members start by providing toilets and latrines that flush into a sewer or safe enclosure and add education programs to promote hand washing and other good hygiene habits.

Through water, sanitation, and hygiene (WASH) programs, Rotary's people of action mobilize resources, form partnerships, and invest in infrastructure and training that yield long-term change. Learn more about how Rotarians like you are taking action to provide clean water at: www.rotary.org/en/our-causes/providing-clean-water. Motivate your club or district to get involved by showing them the 90 second video at: youtu.be/pt4cC1KDfD4, then find ideas for your club or district's next water and sanitation project at ideas.rotary.org, where you'll find 24 active projects looking for partners like you.



Director's Accountability Report

Activities related to RI responsibilities handled by your Director since last update and into the near future:

January	
13-18	International Assembly, San Diego, CA
20-23	Rotary International Board meeting, La Jolla, CA
February	
15-17	District 5240 (CA) Multi-Year Planning Session
19	Rotary Day at Arkansas State Capitol
	Attended Rotary Club of Little Rock, AR meeting
	District 6150 Foundation dinner, Little Rock, AR
20	Spoke at Rotary Club of Hot Springs, AR
21	Spoke at Rotary Club of Hot Springs Village, AR
	Spoke at Rotary Club of North Garland County/
	Scenic 7
28	Rotary International Strategic Planning meeting
March	
1	Rotary International Strategic Planning meeting
6	Membership call with Mark Maloney
7	Spoke at Rotary Club of Edwardsville
17	Land of Lincoln PETS, Effingham, IL
20-22	Rotary International Audit Committee
29-30	Show Me PETS, Jefferson City, MO
April	
8-11	Rotary International Board meeting
12-13	Council on Legislation prep
14-18	Council on Legislation
26	100th Anniversary Rotary Club of Frankfort, IN
27	D6580 Conference, Clarksville, IN
May	
1	Strategic Planning webinar
2-6	Four-district conference cruise (6200, 6840, 6820, 5830)
8-11	President's Representative to D7820 Nova Scotia
17	D6110 Conference, Louisville
18	D6760 Conference, Cool Franklin, TN
22	Audit Committee webinar
25	Kansas City Plaza and Chillicothe Rotary Club
30	Rotary International Board meeting, Hamburg

Rotary Coordinators

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[List of all assistant Coordinators](#)

IS YOUR DISTRICT A ROTARY BRAND AMBASSADOR?

People of Action:
The Zones 30 and 31
Brand Ambassador Awards
for 2018-2019



Rotary. We Are People of Action.
In Zones 30 and 31, we're recognizing districts that are actively engaged in promoting a positive public image for Rotary in their district and communities!

For more information about the Brand Ambassador Award and the People of Action campaign contact your Rotary Public Image Coordinator:
Zone 30: Chuck Barnett chuckbarnett@gmail.com
Zone 31: Elizabeth Usovicz eusovicz@kc.rr.com

AWARD CRITERIA: The Zones 30 and 31 Public Image Coordinators will recognize districts that meet the following criteria by June 30, 2019. Brand Ambassador award recipients will be announced at the Zones 30 and 31 Summit in Fort Wayne, Indiana in October, 2019.

DISTRICT WEBSITE:

- Displays a People of Action heading banner
- Incorporates People of Action overlays on photos
- Recognizes clubs, projects or Rotary members as People of Action
- Includes a link to the Rotary Brand Center and information on downloading People of Action assets
- Lists the District Public Image Chair/Communication Chair

DISTRICT FACEBOOK PAGE:

- Incorporates a People of Action logo or header
- Includes at least 2 posts using the People of Action Photo overlays and People of Action hashtags

DISTRICT NEWSLETTER:

- Uses the People of Action logo or header in the template OR
- Uses People of Action in the script for a video newsletter
- Recognizes at least 5 clubs that are using the People of Action branding on a club website or Facebook page

Lee County, AL Tornado Relief

On Sunday, March 3, an EF-4 tornado with winds up to 170 miles per hour left a 24 mile-long trail of destruction through Lee County, Alabama (D6880), killing at least 23 people. Officials report that food, water, clothing, and other supplies are currently adequate, as is the blood supply. As replenished supplies and other supports may be needed in the future, monetary donations are how we can most assist those affected by the disaster.

The Rotary District 6880 Foundation (EIN: 46-4339674) is an IRS tax-exempt non-profit entity capable of receiving donations. All donations will be spent on the affected areas.

Mail checks to Past District Governor Linda Mong at:

Rotary District 6880 Foundation
c/o PDG Linda Mong / BancorpSouth
30585 State Hwy 225
Spanish Fort, AL 36527

Special thanks to DG Sam Adams (D6880) for providing the leadership on Rotary's response to this tragedy. He and his district are the inspiring "boots on the ground" where our help is delivered.

It's Grow Rotary Season

To everything, there is a season.

This was the quote that accompanied my photo in my high school yearbook, and it's a phrase I refer to frequently. We've just concluded Mardi Gras season. Right now, in Rotary terms, we're in the midst of President Elects training and District Governor Elect gear-up season.

If you've been watching social media posts across our Rotary Zones, or have participated in one of our Zone's President Elect Training Seminars, you can feel the momentum growing. As we encourage each other to innovate, implement new ideas and grow Rotary, that optimism, just like the energy of Mardi Gras, is visible and palpable.

PETS season has also reminded me of what happens after the excitement Mardi Gras is over: in come the clean-up crews to get life back to normal again. Perhaps, like me, you've also seen this play out in your professional life when a new initiative is announced. People are on fire and on board at the launch, and then they return to business as usual.

That PETS-inspired spirit of innovation can be sustained. As leaders, we set the tone for encouraging new ideas. If we become like the Mardi Gras clean-up crew – getting life back to normal – we miss a tremendous opportunity to challenge our new leaders and champion their efforts to grow Rotary. Here's how we can help to keep innovation flowing:

Talk about innovation regularly. Encouraging the club leaders and members we know to try fresh approaches is a simple and powerful way to foster innovation.

Promote innovation as a leadership development opportunity for all of us. When we view innovation in this way, we help others to see the personal benefits as well as the Rotary benefits of piloting new ideas.

If you hear it or see it, share it! All of us hear about simple, great ideas that are working in Rotaract clubs, Rotary clubs and districts. Share them on social media platforms where they can be seen and spread – like the Zones 30 and 31 Facebook group. If you're not a member yet, join here: [Zones 30 and 31 Facebook Group](#)

Every season is innovation season in Rotary. If we lead by example, just imagine how many exciting, doable, innovative ideas we can generate to Grow Rotary.



Elizabeth Usovicz
RPIC, Zone 31

Board Highlights

In addition to the two highlighted by Director Greg in his message on Page 1, here are some of the more interesting actions taken by the R.I. Board of Directors at its January 21-23 meeting:

- agreed to allow Rotarian Action Groups to establish separate charitable entities;
- approved allowing content from the 2020 Convention to be livestreamed over the Internet;
- tentatively selected Melbourne, Australia, as the site for the 2023 Convention;
- approved 75 recipients for the 2018–19 Service Above Self Award;
- approved spending from The Rotary Foundation's unrestricted funds to increase the World Fund match from \$0.50 to \$1.00 for every \$1.00 of district designated funds contributed to the PolioPlus program, and further increased the annual maximum contribution from \$5 million to \$10 million.

See additional detail on all actions of the Rotary International Board of Directors, and minutes of its meetings online at: <https://my.rotary.org/en/learning-reference/about-rotary/board-decisions>.



Coming Events

2019

PETS

March 8-9 All Ohio PETS, Columbus, OH

March 13-16 Great Lakes PETS, Kalamazoo, MI

March 15-16 Ole Man River PETS, Natchez, MS

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 5-7 (Districts 6740 & 6780), Gatlinburg, TN

April 11-12 (District 6620)

April 11-13 (District 6800), Memphis, TN

April 11-14 (District 6670), Cincinnati, OH

April 12-13 (Districts 6650 & 6690), Columbus, OH

(District 6560), Muncie, IN

April 25-27 (Districts 6860 & 6880), Birmingham, AL

April 26-27 (District 6150), Jonesboro, AR

April 27 (District 6580), Clarksville, IN

May 2-6 (Districts 5830, 6200, 6820, 6840), Cruise from New Orleans, LA

May 10-11 (District 6540), Notre Dame, IN

May 16-18 (District 6760), Franklin, TN

May 17-18 (District 6710), Louisville, KY

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

October 18-19 (District 6490), Bloomington, IL

Heart of America Leadership Training

May 5-7, Evanston, IL

International Convention

March 31 Preregistration discount ends for Hamburg International Convention

June 1-5 Hamburg, Germany at the Hamburg Messe

June 2, Heart of America gathering at Hofbrauhaus-Munchen, Hamburg, Germany

Leadership Seminars

July 12-13 Zone 30

July 26-27 Zone 31

August 2-3 Zone 30

August 9-10 Zone 31

Zones 30-31 Summit

October 10-13 Fort Wayne, IN

2020 February 20-23 Lone Star PETS, Dallas, TX



D6170 Major Donors Joi Burton and Diana & David Whitlow



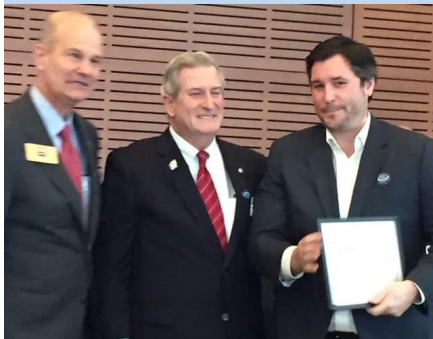
Rotary Day at the Arkansas State Capitol for Districts 6150, 6170, 6110



President Barry Rassin and Director Greg Yank induct Bob and Mary Ellen Warner into the Arch Klumph Society



RC of Little Rock President Kenny Williams looks on as D6150 Governor John Deacon inducts his son Cameron into Rotary



Rotarians from D6200 pack yams for local food bank after their January 26 Mid-Year Assembly



86 Students and 27 volunteers attended D6880 RYLA



February 6 Grand Opening of D6060 Global Grant project in Satara, India, equipping 45 classrooms, a library and STEM Lab for 2100 students

