



**P2 / Director Message**

RID Floyd Lancia suggests ways to best “Grow Rotary.”



**P3 / Summit Details**

Registration for Fort Wayne activities still open.



**P4 / World Polio Day**

Polio eradication still takes us all.



**P5 / River Coalition**

Monthly goals setting and member growth continue.

# The Heartbeat

Zones 30-31

Sept/Oct 2019



Don't miss the opportunity to invest in your club, your District and yourself at the **Zones 30-31 Rotary Summit in Fort Wayne, IN, October 10-13**. Our name change from “Institute” to “Summit” reflects a new focus on programming that includes concurrent sessions extended to all Rotarians and conducted by Heart of America's Rotary Leadership Institute standouts.

Mini-summits will provide insights on The Rotary Foundation, Membership, Public Image, Youth Activities, Multi-Year District Planning, Facilitation Training and more. **See additional registration and program details, Page 3.**

***“It's the closest event to an international Rotary convention that you can attend.”***



Well, it's the middle of September and we're two and half months into the "Rotary Connects the World" year. As you look ahead to what comes next, have you contemplated the thought of "Grow Rotary?"

When I think of Grow Rotary, I think of more than growing membership. Not that growing membership isn't important, but my thought is that by combining Our Foundation and Rotary's Public Image, Rotary can grow in a more united and stronger way.

If you're thinking about increasing membership how about implementing a few thoughts that incorporate Our Foundation and really tell our story? Begin by:

- ***Creating a list of all the great things about your club and telling others;***
- ***Knowing your club's strengths and promoting service/social activities;***
- ***Talking about Rotary wherever you go, wearing your pin;***
- ***Being persistent and vibrant while talking about how Rotary impacts your life and that of your family.***

Rotary's Public Image efforts around "People of Action" provide downloadable ads at <https://brandcenter.rotary.org/en-GB>. You'll find guidelines on how to use and localize each element, making it easier for your club or district to tell the world the Rotary story in a consistent, compelling way.

The Public Image "People of Action" campaign brings the Rotary brand to life by highlighting what happens when community leaders within Rotary join together, share their vision, exchange ideas about solutions, and take action to make it a reality.

How about our Foundation? The work of Rotary, as we all know, is boundless, and Rotarians always ready to assist. Has your club or district made application for a Global or District Grant? Think about the impact of that grant that you're contemplating.

Over the past century, our Foundation has contributed \$3 billion to programs and projects that have transformed countless lives. How many lives have been saved or transformed by Our Rotary Foundation projects over the past 102 years?

I doubt that we'll ever be able to quantify our results exactly, but I do know that millions would not be an exaggeration. Telling our story about the good things we do with Our Foundation will be a sure fire, winning combination when it comes to attracting members.

Create a membership campaign that shows Rotary's work supported by Our Foundation, telling our story and truly, consistently living as People of Action.

*Yours in service to Rotary,*

**Floyd**

***RI Director, Zones 30-31, 2019-2021***





# 2019 Rotary Summit Activities Await You

Heart of America  
**Rotary**  
Zones 30 & 31

2019 LEADERSHIP SUMMIT  
October 10-13, 2019  
fort wayne, in.

**2019 LEADERSHIP SUMMIT SPEAKERS**

**K.R. Ravi Ravindran**  
Past Rotary International President  
*"Rotary is indeed a business. Our business is literacy and health; livelihood and hope; and to so many of those we help, our business is miracles."*

*"A rock star performance Equals rock star results."*

**Marvelous Mark**  
#1 Best Selling Author

**John O'Leary**  
Expected to die, now teaches others how to truly live.  
*"How One Attitude, One Action, And One Person Can Change the World."*

To build a stronger membership...  
*"Rotary must focus on increasing the number of female members and transitioning Rotaractors into Rotarians."*

**Holger Knaack**  
RI President Elect

2 ZONES, 13 STATES, 31 DISTRICTS...1 GREAT TIME!

Top flight Leadership Summit speakers. Specialty Training Tracks. Mini Summits on Engaging District Events, Membership Initiatives, Multi-Year District Plans, Public Image, Successful Orientations and more. Add-on social events. Backpacks of Hope Zone Service Project. Fellowship with fellow Rotarians across two Zones, 13 states and 31 Districts.

It will, indeed, be One Great Time in Fort Wayne, IN, October 10-13.

If you're not yet registered, or registered but not settled on events you'll attend, you've still time to engage. All Rotarians are welcomed.

Check out additional details on this page and visit the the HOA zone website at <https://www.rizones30-31.org/rotary-summit-2019> for further event details and updates.

**Rotary** **ZONE SERVICE PROJECT**

**Backpacks OF Hope**

Backpacks of Hope helps our homeless population by providing essential daily items and food to eat.

**\$50/backpack**  
Send check, payable to:  
Rotary Zone 30-31

Memo:  
Summit Backpack Project

Mail to:  
John Jetter  
303 W Loop 281 Suite 110 PMB 119  
Longview, TX 75605-4444

Donations due: 9/25/19

Heart of America  
**Rotary**  
Zones 30 & 31

2019 ROTARY SUMMIT  
October 10-13, 2019  
fort wayne, in.

Zones 30 and 31  
**Rotary Summit**  
Fort Wayne, IN  
October 10-13, 2019

**District Public Image Chairs - You're Invited to Fort Wayne!**

**PUBLIC IMAGE MINI-SUMMIT**  
FRIDAY, OCTOBER 11 AND  
SATURDAY, OCTOBER 12, 2019

Registration Subsidies Are Available Through Your District  
Contact your District Governor for more information

**TOGETHER WE TRANSFORM. TOGETHER WE CONNECT. TOGETHER WE END POLIO.**

**WHAT YOU'LL SHARE AND EXPERIENCE:**

- Public Image Chairs Peer Panel Discussion: Our Role as District Leaders
- Compelling Storytelling Across Media: Video, Images, Social, Print and More
- Digital and Offline Channels: What Works for Rotary and Community Audiences
- Creative Ways to Use Brand Center Resources
- Effective Communications/Media Plans: Build a Calendar That Works
- On-Site, Real-Time Content Generation Opportunities!

*Plus: Hear RIPE Holgar Knaack, the RI Strategic Plan update and top Summit speakers!*

Registration Fee: \$345 Register at [www.rizones30-31.org/rotary-summit-2019/](http://www.rizones30-31.org/rotary-summit-2019/)  
Zone Public Image Chairs

**Zone 30**  
Chuck Barnett  
chuckbarnett@gmail.com

**Zone 31**  
Elizabeth Usovich  
eusovicz@kc.rr.com

# World Polio Day October 24

**Brian Hall**  
**End Polio Now Coordinator, Zone 31**

The history of polio is largely known by all of us. The disease was the scourge of the U.S. in the middle of the 20th Century. We still find ourselves embroiled in eradicating the disease in the furthest corners of the globe, polio still endemic in Pakistan and Afghanistan. Nigeria has recently completed three years without a case of wild polio and we're now awaiting the declaration that Africa is polio free. That said, we may have lost our collective understanding of just how difficult eradicating this disease is.

We can look back to historical data even in countries with excellent infrastructure. The U.S. recorded its last case in 1979, the United Kingdom in 1982, and France in 1989. Let's put that into perspective. In 1979, as Rotary began its project to eradicate polio in the Philippines, the U.S. was just recording its last case. In 1989, as we walked and jogged with our Sony Walkmans playing our cassettes, France was finally eradicating polio within its borders. The polio vaccine was created by Dr. Jonas Salk in 1955. In 1960, the U.S. licensed the vaccine. Nearly 20 years later, the disease was finally gone within the U.S. Twenty years!



Look at where we've come. India, with a massive and transitory population, eradicated polio. Africa, with lack of infrastructure and constant turmoil, removed polio from its borders. Two countries stand between the world and eradication. It is no wonder that those two would be Pakistan and Afghanistan — countries with massive turmoil and infrastructure in shambles. The good news is that we are continuing to make progress. We have healthcare workers willing to immunize children despite the risks to their lives. We have Rotarians tirelessly working to bring polio to an end. We have a global infrastructure built around eradicating the disease and providing benefits in the fight against other diseases. And thankfully, we have you. Don't stop!

If your club or district has plans to promote Rotary Polio efforts, fantastic! If you haven't as yet, it's not too late. Work with your End Polio Now, Foundation and Public Information Coordinators to create public awareness and remind your communities what we do and why we are Rotarians. Visit <https://www.rotary.org/en> and <https://www.endpolio.org> for more about Rotary and its efforts. Videos are available at <https://www.youtube.com/user/RotaryInternational>.



# Mississippi River Coalition Continues

**Jill Pietrusinski**  
**Assistant Rotary Coordinator Zone 31**

Ambassador Andrew Young mentioned at our 2018 Zone Institute in Montgomery a coalition of mayors along the Mississippi River connecting to support and improve coordination of initiatives along the river.

No surprise that a group has been meeting monthly since to discuss a potential partnership with Rotary clubs, given that the Mississippi runs through the heart of our Zones and is the socioeconomic hub of communities in the Midwest.

The Mississippi River Cities and Towns Initiative (MRTCI), formed since 2012, addresses concerns through five major goals similarly important to Rotary:

- Clean Water
- Sustainable Economies
- Disaster Resilience and Adaptation
- International Food and Water Security
- Celebration of River Culture, History and Heritage

Hitting close to home is the fact that we have one or more Rotary clubs in Zones 29, 30 and 31 within 20 miles of 87 percent of member municipalities of the MRCTI, suggesting that Rotary Clubs, Rotaract, Interact and other partners can be boots on the ground to support related and sustainable community projects. Monthly calls have begun to clarify direction and opportunities, as well as generate other interested parties.

In fact, HOA Zone representatives have been invited with Past RI President Barry Rassin, RI Director Floyd Lancia, past RID Greg Yank and Rotarians from Illinois to share examples of the values of cities working with Rotary clubs for projects that may become global grants. The ultimate vision suggests one-, three- and five-year goals.

To learn more and include your Club/District in communication and development of projects, contact Jill Pietrusinski, Assistant Rotary Coordinator, Zone 31, at [jspietrusi@yahoo.com](mailto:jspietrusi@yahoo.com) or 618-407-3271.



## NEXT ISSUE:

### FOUNDATION SALUTE

November is Rotary Foundation Month. Be thinking in your Clubs and Districts about what you'll do to celebrate and build upon the good work of Rotary in Foundation programs.

### KEY METRICS

Watch for first quarter statistics on Zones 30 and 31 Membership and Foundation performance.

