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RID Floyd Lancia offers thoughts on the power of one.



P3 / Rotaract Milestone

Fifty-two years strong this month.



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Rotary Brand Ambassador Awards announced.



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Zone leaders and new Arch Klumph Society members honored.

The Heartbeat

Zones 30-31

Jan/Feb 2020



It's appropriate in this issue of The Heartbeat that we note a new calendar year worthy of so many goals and resolutions. So, too, our Rotary mid-year point, as rich in accomplishments as priorities still to be tackled.

We'll add to that some key milestones: the anniversary of Rotaract—now 10,106 clubs strong in 184 countries with 188,030 members;

induction of new Arch Klumph Society members in Zones 30 & 31; People of Action Brand Ambassador Awards; and thoughts from a Heart of America PDG formerly in D6560, reflecting on Rotary Peace Centers and his role on TRF's Peace Major Gifts Initiative Committee.

“Rotaract’s unofficial motto since 1968: Fellowship Through Service.”



Can one person make a difference?

Throughout history, it has been the actions of only one person which has inspired the movement of change.

Let's think about the anniversary of Rotary International and the impact one person made back in 1905. One hundred and fourteen years ago and we're still going strong, thanks to the one person who had a vision. What would our founder Paul Harris think of what Rotary is today and the good that has been done in helping those in need? Even though we cannot quantify the number who have been served by Rotary volunteers, I am sure there are millions, thanks to his vision.

Many people believe that they don't have what it takes to make a difference to the world. They believe only people like Mahatma Gandhi, Mother Teresa, Thomas Edison, Albert Einstein, Bill Gates and the likes are capable of making a difference. The truth is, every one of us is put on this Earth to contribute and make a difference to the world in our own unique way. It need not be anything out of the world. It just needs to be something we do with the intention of 'doing good.' ***"If you can't feed a hundred people, then feed just one."* – Mother Teresa**

You already have what it takes to make the world a better place. Making a difference to the world may seem like an enormous task, but it is, in fact, the collective effort of everyone to make small contributions with a lot of heart.

The size of the contribution is not what matters most. The key is to have the heart to do it. How wonderful it is that nobody needs wait a single moment before starting to improve the world.

There is no best time to start to make a difference to the world. You don't need to wait until you have the time to share some love; you don't have to wait until you make more money to share a slice of bread. Little efforts count, and you can start making small contributions today.

Your Contribution is Never Too Small — Nobody can do Everything, but Everyone can do Something. If you think that everything has been taken care of by somebody and your contribution is not going to make much of a difference, then you are wrong. Can you imagine if everyone else starts to think the same way? In fact, it is our responsibility to seek ways to contribute, large and small. You don't have to be concerned that you're only capable of making small contributions. What counts is the effort.

Dating back hundreds of years, records show that in many cases just one person's contributions have an enduring impact. As you use your talents to help those in need remember that you may be the one person who creates a lasting legacy.

As Rotarians, never doubt that a small group of thoughtful, committed individuals can change the world. It is the only thing that ever has. Every effort counts, no matter how small and insignificant it may seem. Just do something and do something good.

Yours in service to Rotary,

Floyd

RI Director, Zones 30-31, 2019-2021



Celebrating and Getting to Know Rotaract

Fifty two years ago this month, in January 1968, Rotarians were looking for a way to promote Rotary to college students and other young adults over the Interact age limit. The answer was Rotaract: a service program for men and women 17 to 25 years, sponsored by local Rotary clubs.

The idea became reality that month when Rotary approved the Rotaract proposal. Members of the Rotary Club of Charlotte-North, North Carolina, seized the opportunity to sponsor a Rotaract club. That first was certified at the University of North Carolina at Charlotte by mid-March of 1968 and more Rotaract clubs formed in the U.S., Mexico and Italy in weeks that followed. Little less than a year later, Rotaract boasted more than 200 clubs in over 25 countries and geographic areas.



The age requirement has since changed, the growth of Rotaract exploded, and its initial contributions multiplied many times over. Today — 10,106 clubs strong in 184 countries with 188,030 members — Rotaract brings together young professionals and students committed to service and leadership in their communities and abroad.

A few Rotaract facts and firsts for you to know and share in your District and clubs:

- The name “Rotaract” is a blend of the words “Rotary” and “action.”
- The unofficial Rotaract motto is “Fellowship Through Service.”
- Interota is the only Rotary Board-recognized triennial Rotaract conference. It’s been hosted in various cities worldwide every three years since the first in Vanderbijlpark, South Africa in 1981.
- The first Rotaract Preconvention was held in conjunction with the 1989 Rotary International Convention in Seoul, Korea.
- World Rotaract Week was first observed in March 1993.
- Rotary’s 2016 Council on Legislation gave Rotary clubs greater flexibility in the types of membership they offer, including allowing dual membership in Rotary and Rotaract clubs.
- Rotary’s 2019 Council on Legislation amended the RI Constitution to recognize Rotaract as a membership type in Rotary.

What are your District and clubs doing to build on Rotaract membership? How are they recognizing the



contributions of Rotaract and its members? What opportunity is there to add a club in your District, or to support or initiate a Rotaract event? Rotaract is, after all, a Rotary Club partner!

IS YOUR DISTRICT A ROTARY BRAND AMBASSADOR?

Rotary
PEOPLE OF ACTION



Announcing The Zones 30 and 31 Brand Ambassador Awards for 2019-2020

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!

AWARD CRITERIA

The Zones 30 and 31 Public Image Coordinators will recognize districts that meet the following criteria by June 30, 2020. Brand Ambassador award recipients will be announced at the Zones 30 and 31 Summit in Norman, OK in October 2020.

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 two 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
- 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



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

In The News

Congratulations are in order for several of our Zones 30 & 31 leaders...

- Zone 31 RPIC **Elizabeth Usovicz**, named Rotary International Director Nominee, 2021-23
- PDG **David Bixler**, named Zone 31 RPIC starting July 2
- Zone 30 ARRFC **Dan Ryan**, named RRFC starting July 1
- Zone 31 Rotary Coordinator **Rita Esterly**, named Training Leader at International Assembly
- **Alison Frye**, D6600, recognized with Rotary International's Avenues of Service Award

Hats off, as well, to four couples in Zones 30 and 31 recently recognized as new inductees in the Arch Klumph Society (AKS) of The Rotary Foundation:

- ♦ **Dee and Sue Boswell** (Zone 31, D6510)
- ♦ **Bill and Lucy Anne Walker** (Zone 31, D6820)
- ♦ **Ted and Angela Huffhines** (Zone 31, D5830)
- ♦ **Sam and Mary Adams** (Zone 30, D6880)

Named after the sixth president of Rotary, the Arch Klumph Society recognizes the Rotary Foundation's highest tier of donors — those who have contributed \$250,000 or more during their lifetimes. Sam Adams is the first AKS inductee from D6880, as is Bill Walk-

er from the state of Mississippi. Also of significant note is that our Heart of America zones represent four of 29 (or almost 15%) of AKS recipients most recently inducted worldwide. Kudos and thanks to these new inductees from our Zones for their continued generosity in support of The Rotary Foundation and its efforts.



Heart of America Coordinators

Rotary Coordinators

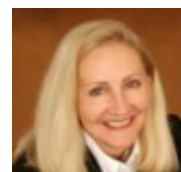
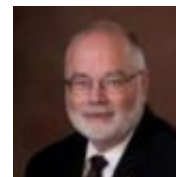
- ♦ Bob Callahan Jr., Zone 30, bcjr@callahanmail.com
- ♦ Rita Esterly, Zone 31, esterly.rotary6080@gmail.com

Rotary Foundation Coordinators (RRFC)

- ♦ Woody Northup, Zone 30, woodyn@radiosound.com
- ♦ Michael Nowobilski, Zone 31, nowobilski@midam-inc.com

Public Image Coordinators (RPIC)

- ♦ Chuck Barnett, Zone 30, chuckbarnett@gmail.com
- ♦ Elizabeth Usovicz, Zone 31, eusovicz@kc.rr.com



Waging Peace Financially Through Rotary



*Martin Limbird, PDG 6560 (now with Fort Collins Colorado Rotary)
Peace Major Gift Initiative Committee of The Rotary Foundation*

My Rotarian wife and I have been committed to peace and conflict resolution since the 1960s when we both worked overseas. Mary Catherine was evacuated from her teaching job in Cairo at the onset of the 1967 war and I served as a Peace Corps volunteer in West Africa.

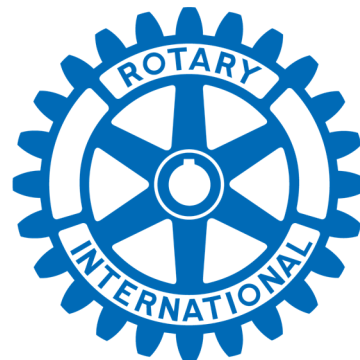
Our professional careers at U.S. universities provided means to continue our commitment to these values, to raise our children and to provide a comfortable middle-class life style into our retirement in 2010. Our modest investments included rental property which was not essential to our retirement plans. Mary

Catherine suggested we give the property to The Rotary Foundation to establish a Peace Center Fellowship. Our grown children were consulted and heartily supported the idea.

The resulting gift served as seed money to encourage other fellow Fort Collins Rotarians to make outright gifts and bequests now exceeding \$1 million to support Peace Center Fellows. Our gift not only made us eligible for recognition as Arch Klumph Fellows but also a means to amortize the gift over several years, thereby reducing our federal tax obligations.

Since making our gift, we have become personally acquainted with two Peace Center Fellows who benefitted thus far from our initiative. These personal links give meaning to our decision to wage peace through support of the Rotary Peace Centers now and beyond our years on this Earth.

Rotarians and others are invited to join us in making a Major Gift or Bequest to Rotary Peace Centers. For more information, download this publication: <https://shop.rotary.org/peace-is-possible-brochure-850>



NEXT ISSUE:

DISTRICT ALUMNI OPPORTUNITIES

Tips on using My Rotary's downloadable *Program Participants & Alumni Report* for your District.

PREPARATION OF NEW LEADERS

Insights into Spring trainings for 2020-21 District Governors and other key officers.

SUMMER LEADERSHIP SEMINARS

Four sessions over July & August: New Orleans, Columbus, Decatur & Tulsa.