Rotary





District 7305

The Connector - July 2021

DG Vince Costa Looking Forward to Rotary Year 2021-22

During Rotary District 7305's first two years, we have had to address the challenge of COVID-19. We were very successful in minimizing the impact on the District and the Clubs. In fact, we were able to raise more than \$40,000 to help support local food banks through a disaster relief grant, District funds, DDF and by club food drives/donations. Membership was in the plus side with over 150 new members. Most clubs found a way to keep in touch with members via in-person meetings when possible, zoom meetings, hybrid meetings and by smart phones. Now that the impact of the pandemic is nearing its end. we are able to resume our regular club meetings, our fundraisers and especially our community service activities.

Special recognition goes to PDG Al DeLucia for keeping us engaged throughout this challenging year and leading to the successes as noted above. Also, Marie Fallon (DGE) and John Hartman (DGN) worked extensively with Al DeLucia and myself during numerous meetings and deserve our deepest appreciation.

In preparing Presidents for this year, we conducted a pre-PETS program consisting of eight modules that explored the organization of Rotary from the international, zone, district and club levels. Presidents received one or two modules a week before a scheduled zoom meeting to review the content of the modules.

Quote of the Month:
"Turn the page, continue reading, and let the next story begin..."
Suzanne Weyn



Our 2021-2022 District Governor Vince Costa welcomes you to a new Rotary year and invites you to Serve to Change Lives.

Six review sessions were conducted from mid-January to the end of February. PEs were able to digest the extensive information during those six weeks of training.

Congratulations to the incoming Club Presidents and Club Officers. It is a great honor to be chosen to lead your clubs. We at the District level are here to help in any way possible to help you achieve your goals.

Incoming RI President, Shekhar Mehta, has challenged us to "Serve to Change Lives." He has urged members to become more involved with service projects, saying that caring for and serving others is the best way to live because it changes not only other people's lives, but also our own.

This past year we introduced DACdb (District and Club database) to the District and Clubs. It is an extremely powerful tool for District and Club leaders to 1) share information, 2) update member, club

SERVE TO CHANGE LIVES

and district information, and 3) store files and documents both for clubs and the district. District and Club officers are encouraged to explore the potential of this database in supporting both district and club leadership. We are here to help assist clubs to work with DACdb.

As always, membership is at the forefront of the District's efforts to promote Rotary. We encourage clubs to provide opportunities for individuals to serve their communities by becoming a Rotarian. We are supporting new, innovative club efforts to reach out to a younger and more diverse membership. Rotaract has been a university-based initiative, however over the last several years interest in creating Rotaract clubs among young professions has grown and RI views these clubs comparable to Rotary Clubs. We hope to expand our university-based Rotaract clubs and possibly a young professionals club. We will be exploring RI's Diversity, Equity and Inclusion program for implementation in our

Through the Rotary District 7305
Committee we will continue to
support the HANWASH clean
water program in Haiti, PolioPlus
with Owen's Odyssey, The Buzzz
(Dictionary/Spelling Bee), and Feed
10 Million Program (a COVID-19
relief effort). A program to promote
peace education among high school
students (Youth and Peace in Action,
YPA) is being explored for potential
outreach to schools in the District.

The Assistant Governors are currently organizing the official District Governor visits. Club Presidents need to contact their AG to organize the visits and then report the venue, time and date to

the District Secretary. We will be supporting cluster visits with three to five small clubs in the same region where possible.

I look forward to working with District and Club leaders in making 2021-22 an outstanding Rotary year and Rotary District 7305 an outstanding Rotary District. We have great potential to accomplish anything we wish to achieve. Let us all come together to Serve to Change Lives.

Dr. Vincent P. Costa, EdD, District Governor 2021-22

Thinking About District Leadership

In the progression from Club President to Assistant Governor, DGN, DGE and now DG, a review of the District Organization was with both amazement and perplexity. The diversity and extensive number of programs, committees and initiatives are overwhelming. Trying to make sense of the diversity was challenging.

To better understand the diverse efforts of the District, I looked at the programs and committees and attempted to organize them into themes: Leadership Development, Strengthening Membership, Information, Communication and Technology (ICT), District Programing, Youth Leadership, and District Finance.

Leadership Development addresses both individual and club development. Assistant Governors provide support for the club presidents, club officers and members. Other programs include the Rotary Leadership Institute, President-Elect Training Seminar, District Assembly, and Emerging Leaders.

Strengthening Membership encompasses the Membership Committee, the Innovative Club Advocate, Rotary Leads Committee, Rotaract Committee, and the Diversity, Equity and Inclusion Committee (DEI, currently promoted by RI). The efforts of these initiatives are to promote membership in clubs, creating new innovative clubs and expanding the number of Rotaract clubs.

ICT is central to the operations of the District as it involves all aspects



District Governor Vincent P. Costa (pictured below with DGN John Hartman) ponders the role and importance of having a strong District leadership team and invites you to join a committe and make a difference.

of communication. The Connector, The Bulletin Board, Rotary District 7305 Website, DACdb, Social Media and Public Image are all linked through the digital world. It is very important to be able to communicate with each other, share our story among ourselves and to those outside of Rotary.

District Programming is concerned with the District meetings, trainings and conferences. There is a tremendous level of support needed to conduct these various events.

Youth Leadership encompasses those programs that provide leadership experiences for high school students. The programs under this area include RYLA (two programs), Interact, World Affairs Institute, Leadership and Ethics Symposium, and the Youth Exchange Program. Through these different programs, youth gain valuable experiences that help prepare them for a leadership role in their school and for life.

Finally, Rotary District 7305 Finances are supported by the District Finance Committee and the Rotary District 7305 Committee for The Rotary Foundation. We are currently supporting the District Buzzz program, HANWASH (a clean water project in Haiti), PolioPlus, three outgoing Global Grant Scholars, two incoming Global Grant Scholars, and Feed Ten million (COVID-19 response). Under consideration is the Youth and Peace in Action program for high school students. Associated with the Rotary District 7305 is The Rotary District 7300 Foundation, a non-profit 501 (c) (3) charitable foundation. The District and Clubs can benefit from the Foundation's tax exemption on educational and humanitarian activities.

As one can see it takes a tremendous team of Rotarians to implement the diverse programs and trainings undertaken at the District level. Yet there is still need to grow the District leadership team so that we can further our impact and better prepare tomorrow's leaders. When we work together, we are a phenomenal force for good in our communities and throughout the world. As District Governor, I invite all District Rotarians to learn more about the various leadership roles and to join one of the committees that you find interesting.

By DG Vincent P. Costa



Somerset - It's All in the Plan

Your District 7305 Membership Committee continues to provide a series of articles addressing club growth strategies. By sharing club successes, we all benefit. This month's article focuses into the success enjoyed by the Rotary Club of Somerset.

The Rotary Club of Somerset now leads as the largest club in the District 7305 with 95 members. This is even more significant of an accomplishment during a pandemic year with the loss of nine distinguished members due to illness, death, or relocation. This club, along with two nearby clubs, serve 70,000 residents. Despite impediments, they marched on and added ten new members, leaving a net gain of one. Equally important, they have two additional prospects approved and waiting for induction; one waiting for July Board approval, and one planning to attend an upcoming meeting.

How did they accomplish this at a time when so many clubs are having difficulty with membership? The answer is simple: They developed a plan, they employed multiple resource tools available to them, and they put together a winning team focused solely on succeeding. Their success was the result of an intentional plan for sustainable club growth.

This club and their dynamic team decided to do what they had been doing in the past, but added to it. They attended the Membership Summit offered this year through District 7305 and Zone 33/34. They then employed all the tools that had been presented. They comprised a series of initiatives designed to enhance membership. They began with a simple "ask" program where they challenged members to bring their personal contact lists to a meeting. At the meeting, they distributed cards asking members to provide the names of people they thought would make good Rotarians. The names submitted served as an initial prospect list. Taking it one step further, they created a "Membership Heroes Board," recognizing those members who provided names for the prospect list. They prominently



The Rotary Club of Somerset displayed a "Membership Heroes Board" and the names of new members to inspire their membership to propose new members. The result was a net growth, even as the club, like all of us, faced the challenges of COVID-19.

displayed the board at their club meeting place. What they discovered with the board postings was that more and more members began providing qualified names.

Next, they arranged for a series of "Discover Rotary" nights where they employed the Discover Rotary protocol. In doing so, they took the materials made available through the Discover Rotary session at the Membership Summit and personalized the presentation to their club. This process of personalization included photographs of past events. They delivered the presentation to the club so that all members understood the process. In fact, many members learned things they had not previously known.

Once the program was ready to go, they invited previously identified prospective members and sponsors to come to one of their "Discovery Rotary" nights. In an effort to accommodate as many as possible, they kept the meeting to one hour and offered them at different days and times. The meetings were held at their club meeting place with coffee, tea, and lemonade served. Everyone in attendance introduced themselves, giving a personal touch to the meeting.

Following these presentations, prospective members were given the chance to ask questions to further understand Rotary and the program. All prospective members were provided with an application for member consideration. The club also provided additional information including membership obligations

and dues structure, materials on the history of Rotary and the program, information on Paul Harris, a copy of the club roster with contact information, and a pamphlet entitled "20 good reasons to join Rotary."

Three Discover Rotary nights were held in April and May with two additional events in June. The club made it clear that the process was not a high-pressure sales pitch, but rather a process where prospective members could decide whether they wanted to join or not, or perhaps just to think about it.

When applications were submitted, the prospective members were advised of the date on which the application would be reviewed and advised of the number of meetings they needed to attend before they could be inducted.

They continued to use their traditional onboarding and mentoring program employing the same program where the original sponsor remained active in the process. To allow for individual choice, new members often gravitated to members in the club that they already knew. Members were asked to change their usual seating positions to provide each new member an opportunity to meet other members in the club. Moving forward, the club is looking at developing an orientation program for new members and their spouses.

The club maintains an active Facebook page where they post notification of their activities, flyers on speakers, and their newsletter. They likewise attempt to employ their 2 internal IT capabilities to enhance all of their efforts including those of the Discover Rotary presentation. With the exception of a brief period when all restaurants in Somerset County were closed due to the pandemic, the club continued to meet in person. They employed an email chain when they could not meet, and developed a Zoom protocol to allow for a hybrid opportunity, embracing technology to enhance their overall efforts to get the word out.

When asked for a recommendation for other clubs, their advice was simple: employ the variety of tools provided by District 7305 and Zone 33/34. View Membership Summit videos on the District Website and take advantage of the materials provided.

The members of the Rotary Club of Somerset membership team are: Ann Persun, President; Rita Halverson, Membership Co-Chair; Deb Hoover, Club Director and Membership Co-Chair, and Rob Coleman, IT. The team also credits the work by the club as a whole for their continued success.

To answer our initial question and to borrow a phrase, the backbone of success is hard-work, determination, good planning, and perseverance. They've added to that, an energized team and a healthy dose of fun. To be sure, what didn't they do?

By John Dale Hartman, DGN, DMC

Innovative Club Ideas

If Andrew had known better...
...none of this would have happened.
Andrew is the current president
of Morgantown North Rotary, in
Morgantown, WV. Last June he and
I were meeting in a picnic pavilion at
Mason Dixon Park near his house
when he said, "Why couldn't we start
a Rotary Club out here?"

"Out here" was where he was born and raised on a six-hundredacre farm. "Out here" was a thirty mile, east-west stretch of road in rural West Virginia with only one significant municipality: Blacksville. In the 2010 census, Blacksville logged in at 171 people. So the term "significant" is relative.

I replied that I thought we could, when I was really thinking there were too few people stretched over too big an area. But I rolled with it.



If Andrew had known better, Morganotwn wouldn't have a new Sattelite Club...

Our goal was to create a Satellite Club under Morgantown Rotary because they had worked with Clay Battelle High School in Blacksville for over a decade. Their board gave the go-ahead, so we joined forces to make a list of potential members.

There were eight prospects at our first meeting in April. One person offered to be chair and another took over social media.

In May, we again had eight people; three from the first meeting and five new ones. We ask them to start discussing potential projects and, from that point on, the room was on fire. I passed out eight applications and got eight applications back!

At the June meeting, five new people just walked in. They'd heard about it on social media or from a friend.

It was obvious that we had tapped into people who were already volunteering in their community and saw the benefits Rotary could add.

I've been a Rotarian since 1996, and in a District position since 2018. My years of training told me, simply based on population, this wouldn't work.

Andrew has been in Rotary since 2018 with little training, but he knew his community.

He knew there were strong, caring families with deep roots; he saw the volunteer hours they gave to their schools and community projects; and he knew there were no other active service organizations.

We now have thirteen applications for the Mason Dixon Rotary satellite club, and more are on the way. We have educators, a lawyer, a state representative, an agricultural economist, bankers, and business owners. We're rolling.

But here's one more thing Andrew didn't know -- as president of one club, he shouldn't work so hard to add members to the rolls of another club.

In the 1980's and 90's, that other club, Morgantown Rotary, very impressively launched three new Rotary Clubs in Morgantown, including the club Andrew and I belong to. And they'll soon be the official sponsoring club of Mason Dixon Rotary. That's a record to be proud of.

Maybe it's time to "unlearn" a few things, shed our preconceived ideas, and rise above our club cultures to grasp the tremendous potential of Rotary's future.

Check out resources on Innovative clubs at: *rizones33-34.org*

The goal in District 7305 is to add three Innovative Clubs this Rotary year. If your club is ready to build it's next generation of members, contact Joe Piszczor: jpiszc37@gmail.com

By Becky Hunn, District 7545 Innovative Club Advisor

Kosovo School Chair Project

I am happy to report that we have closed the PopUp project period for donations from Zones 33 and 34 Rotarians for the Chair Project for Neshet's Technical High School in Gjakova, Kosovo.

Based on the quotes given for 300 student chairs and 10 plaques for the school classrooms, the total sum needed is about 3,900 Euros. With the current exchange rate, that amount is approximately \$4,800.

Thanks to the generosity of Rotarians in our two Zones, we will actually be able to provide funds in the amount of \$5,500!

The extra amount can be used for shipping costs or other unexpected fees. If, after covering those expenses, any leftover funds remain, our Zone team is asking our Kosovo friends to:

- 1. Provide upgraded teacher seating for some or all of the rooms
- 2. Buy or replace equipment for one of the school's technical programs
- 3. Buy other needed instructional supplies

Thank you all who contributed! By Stephanie Urchick, PRID









By the time that the 2021 Zone Summit convenes in Naples. FL, it will have been 674 days since the closing session at the Rotary International Convention in Atlanta. That closing session marks the last time that leaders from Rotary Zones 33 and 34 were gathered together physically for a Zone event. That is why we are calling this Zone Summit the Naples Reunion. Rotarians have learned to adapt and learn. The successful Virtual Zone Summit in November 2020 is evidence of this. However, we look forward to the opportunity to spend time and experience in-person fellowship with our friends in Zones 33 and 34. For more information on the Leadership Seminar and Leadership Summit, please visit https://www.naplesreunion.org/

Largest Rotary Meeting EVER!

An exciting opportunity exists for your club to join in on a virtual meeting being called *The Largest* Rotary Club Meeting EVER!

On Wednesday, July 21, 2021 at 1:00 pm ET / Noon CT, clubs from around the globe will participate in this event, featuring PRID Stephanie Urchick as the speaker.

The topic - *Rotary Responds:* Surviving and Thriving During the **Pandemic and Beyond** - is a timely subject as we transition to more in-person events, while learning lessons from the year behind us. This virtual meeting is an excellent way to introduce the "internationality" of Rotary to your club members, and get your year as President off to a great start.

To join, register at: https://tinyurl. com/largestrotarymeeting. Zoom credentials will be provided with your Confirmation.

Registration is limited to 1,000 participants, so don't delay in signing lgu!

This special event is sponsored by the Rotary Clubs of Homewood, IL, Lake Spivey/Clayton County, GA, Edina Morningside, MN, and McMurray, PA and is brought to you by the Largest Rotary Club Meeting **EVER Production Team.**



Don't miss this special opportunity to partake in "The Largest Rotary Club Meeting EVER!" Our own 2019-2021 Rotary International Director Stephanie Urchick will talk on the topic "Rotary Responds: Surviving and Thriving During the Pandemic and Beyond. Make sure to sign up soon as the Zoom meeting is limited to the first 1,000 registrants.

Don't Forget: A New Rotary Year Means a New Rotary Theme!

As is always the case, a new Rotary year also brings us a new Rotary theme. Effective July 1, "Serve To Change Lives" will be the official Rotary theme.

When producing new materials for

the Rotary year 2021 - 2022, please remember to use the updated theme and proper Rotary graphics.

Everything you need is available to you in the Rotary Brand Center at brandcenter.rotary.org













On June 24, members of the Rotay Club of Waynesburg were hard at work setting up for the annual Flags for Heroes! Thanks to the hard work by these club members, American flags will be on display at the Greene County Fairgrounds through Independence Day!

Green Tree Donates Sculpture

On June 13, the "Desert Lily" wind sculpture was installed in the new President's Garden in the Green Tree Municipal Park. The sculpture was a gift from Green Tree Rotary and the Shaffer Foundation in celebration of the Green Tree Garden Club's 50th Anniversary.

The sculpture, created by Lyman Whitaker, draws the viewer into a kaleidoscope of movement and can

magically blur depending on in which direction the piece is moving. "A lily found in the desert is a surprising jewel itself, a sign of resilience in a harsh environment," said the sculptor. So appropriate in these times.

Pictured below are PE George Yamalis, Sandra Rebholz, Brian Rohleder, Ed Grimes, Bill Gracey, Marc Myers, President Dave Montz, and Steve Burkett.

Pictures & text courtesy of Sandra Rebholz









The Quaker Valley Rotary Club held their President's Picnic on Sunday, June 27 and it was very successful. Thank you to District Governor Al DeLucia, District Governor Elect Vince Costa and District Governor Nominee Marie Fallon for attending. It was a successful and fun picnic as everyone enjoyed themselves.

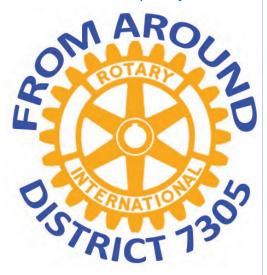
End Plastic Soup

The Rotary Club of Murrysville-Export has been participating in the End Plastic Soup initiative started in the Netherlands. The goal is to reduce the amount of plastic finding its way to the waterways by reducing the amount of single use plastic going into the waste stream.

In addition to supporting the global initiative, Murrysville-Export is trying to increase awareness of the problem in the local community. Local 4th and 5th grade students participated in an art contest and 12 winners were selected to be featured in the 2022 End Plastic Soup Calendar. In addition to the calendar, other community outreach events are planned.

For more information, to request an End Plastic Soup Presentation, or to order your own 2022 End Plastic Soup Calendar, contact Ellen Cruse at 412-925-9544. You can also email her at: ellencruse @comcast.net.

The club's designated Facebook page is at: https://www.facebook.com/EndPlasticSoupMurrysville



The Rotary Club of Scottdale A Century of Service

While still serving as our District Governor, Al DeLucia attended the 100 Year Anniversary Celebration of the Rotary Club of Scottdale. During the event, he had the honor to induct their newest member; Paul Johnson.

The Rotary Club of Scottdale has grown its membership by 50% this year. This year, they also became a 100% Paul Harris Fellow Club. This is another milestone that certainly is worth celebrating.





Congratulations to all the members of the RC of Scottdale on achieving 100 years of service. Lets hope that

the second century is at least as successful as the first.

Rotary District 7305

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The Women Fighting Polio in Pakistan

Health interventions and immunization activities are most effective when delivered by women. During each nationwide polio vaccination campaign in Pakistan, women make up around 62 percent of the 280, 000+ frontline workforce vaccinating millions of children across the country.

With each campaign depending on the dedication of staff to reach all children, given their trusted roles and responsibilities in communities, female polio frontline workers are playing a key role in eradicating polio.

Breaking barriers to immunization

After three years as a monitor of campaign activities, Zubaida Bibi has progressed from being a polio team member to a team leader in Khyber Pakhtunkhwa province in the country's north, one of the most affected areas in Pakistan.

Breaking the gender-related barriers to immunization, Zubaida travels extensively including hard-to-reach areas. Not even the winter season, when the roads and tracks are covered with snow, deters Zubaida.

"It leaves us with no option but to travel for miles and hours on foot to reach the children," she says "Despite the challenges, I always try and motivate my teams, telling them that we are on a national mission to save the future of our children," she says.

"It gives me a feeling of gratitude and satisfaction when the community appreciates our efforts for improving the health of their children," adds Zubaida.

Building trust

For nine years, Shumaila Majeed has worked as a community-based health worker in Lahore, with a firm belief in empowering women and



"I would always tell them that the polio vaccine is totally safe for their children," says Shumaila Majeed at work in Lahore. © Hassan Raza

supporting their important presence in the polio programme.

Mothers would frequently ask her about the safety of the polio vaccine. "I would always tell them that the polio vaccine is totally safe for their children and build their trust," says Shumaila.

"It's very important to have women in every walk of life," she explains. "Not only because women and grandmothers feel more comfortable when their children are vaccinated but to give more opportunities for woman to grow and excel."

Through her work Shumaila wants to give young girls a message: stay focused on their goals and leave no stone unturned to make their dreams come true.

Persuading parents

In Pakistan, a significant number of parents and caregivers still doubt the effectiveness of vaccines. Karachi has long been a core reservoir for the poliovirus, with continuous and intense circulation.

Shagufta Naz, a community-based health worker in charge of Gulshan town, has been working for 21 years to ensure all children in her area are vaccinated on time. "Initially, parents used to hide their children from us due to their fear," she explains.

Everyone who works with Shagufta is immediately impressed by her great care, her attention to detail and her meticulous record-keeping which is key to achieving vaccination targets. As a result of Shagufta's

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?

hard work, vaccine refusals have reduced significantly. Her work is now so highly regarded that some parents will only have their children vaccinated by Shagufta, asking for her by name with each polio campaign.

"I got to know the community very well, built their trust," she explains. "I know every pregnant woman and can tell you when she is due. Now, mothers regularly ask me about the next vaccination campaign."

Going against all odds

Gul Parana, a Tehsil Communication Officer for the polio eradication programme in Balochistan province in the country's southwest, recently graduated with a master's degree.

Assigned to raise awareness about the benefits of vaccination in Chaman District, one of the most challenging areas for the polio programme, she is proud of her work despite many challenges.

"Since Chaman is a very remote and conservative area, it's not easy for a young girl like me to go out of the house. Most of my friends are not allowed to work. But I have a mission to save our children and give them a healthy future," she says.

With support of her family, Gul Parana has become a symbol of strength for the girls of her locality. "I want to inspire other girls so they can also get an education and work. We need to have equal opportunities for every girl in Balochistan," she adds.

By Global Polio Eradication Initiative

POLIO IN NUMBERS

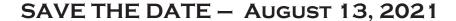
Wild poliovirus in 2021 (2020)* Global Total: 2 (67)

Circulating vaccine-derived poliovirus in 2021 (2020)* Global Total: 59 (219)

*As of 22 June 2021. Numbers in brackets represent data as of June 2020.

SAVE THE DATE

ALL EVENTS SUBJECT TO CANCELATION OR RESCHEDULE DUE CORONAVIRUS PANDEMIC



DISTRICT GOLF OUTING
GREENSBURG COUNTRY CLUB



WPXI HOLIDAY PARADE
DISTRICT 7305 FLOAT IN PARADE

SAVE THE DATE - TBD

THE ROTARY FOUNDATION LUNCHEON

SAVE THE DATE - TBD

MID-YEAR REVIEW

SAVE THE DATE - TBD

DISTRICT ASSEMBLY

SAVE THE DATE - TBD

PETS

SAVE THE DATE - June 23-26

2022 DISTRICT CONFERENCE SEVEN SPRINGS MOUNTAIN RESORT

SAVE THE DATE - June 4-8, 2022

2022 RI CONVENTION HOUSTON















