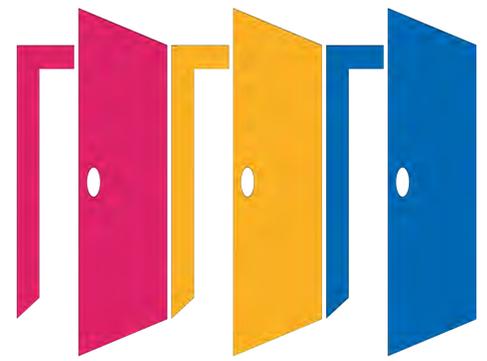


Rotary



District 7305

The Connector - April 2021



Rotary Opens Opportunities

The Little Club That Did

Your District 7305 Membership Committee is planning on doing a series of articles on the membership successes enjoyed by certain clubs and their "secrets", if you will, behind these successes. It is our thought that, by sharing these club successes, the examples set there will enhance all of our efforts and increase our understanding of how to maintain and grow our membership.

The first District 7305 club we will focus on is the Rotary Club of Scottdale. This small club started their efforts with a total membership of five. In a little over one year, our sister club increased their membership to eight. This is an increase by a factor of 60%. And, through the program they have developed, they have identified two additional potential members who, if they join, would double the size of the Scottdale club. Think of the impact of this level of growth within your club. Where would you be with that type of increase? The question is then, how did they do this? "What was their secret?"

In developing their present program, the club looked to existing programs they had in place and with which they had gained certain success. They then tried to determine how they might be able to re-employ the skill sets developed within these programs to accomplish another goal; membership growth.

As it was, the club honored a high school student every month of the



academic year for their efforts in school. They found that this program built a strong and lasting connection with the school district, students, and families.

Using this as a model, they asked the question: "How can we extend this experience out in the community to assist in our relationships there?" And, with that, they developed the program which they feel aided in their ultimate success.

The club started a program where they honored a business in their community with a *Business of the Month* award. In making a selection, they developed a vetting process whereby they would determine the qualifications of a business they would honor. In simple terms, they would select a business they felt represented standards consistent with the principles of Rotary and, in particular, that business' efforts in the community. They would advise the businesses of their selection and invite these businesses to a Rotary Club meeting. There they

would share a meal and provide their honoree with a plaque commending them for their efforts.

The local newspaper was likewise invited to cover the event, and the business name was displayed on the Community Bulletin Board that the club had sponsored. The plaques awarded were such that the businesses could display them in their locations, providing them and Rotary continual recognition.

During the awards process, the Club would take the opportunity to explain to the honorees the mission and good works of Rotary: locally, nationally, and internationally. The business representative was also provided with support materials including obligations of membership in Rotary. This was important to the club as it ensured transparency.

The club would then follow up with the honorees after the initial *Business of the Month* award presentation to again thank them for their community support and to answer any additional questions they might have regarding membership. They would also invite them to additional meetings and events, and inquire if they would like to nominate another business to be honored. It was through that process that their honorees, or someone within their organization, would join the club.

So, how successful is their program? Now, as with all of us, Covid-19 did have impact on their efforts. What they did find, however, was that they have honored 14 different businesses since the inception of the *Business of the Month* endeavor in December 2018. From these businesses they attracted three new members for a success rate of 21%. If the two additional prospective members do

Quote of the Month:

"It has been said that the real test of Rotary is in the local clubs. The test reaches deeper than that. It reaches to every single man in every local club."

Allen D. Albert, RC of Minneapolis

in fact join their club, their success rate is increased to approximately 36%. In short, a successful effort.

This club developed a straightforward and simple process where they remained within their own parameters and capabilities. A number of principles were going on here: utilize the skills you have; identify those who you think will make good Rotarians; award those community members for the good works they have already done; provide them with a medium upon which they can share what they have down with others; provide them with some sense of how their efforts coincide with the efforts of Rotary, and follow through with your efforts, stay with them.

In the process employed here, the club has highlighted what Rotary is all about and, equally important, what their honorees efforts within the community are all about. Should those honorees become members, the full force and effect of who Rotary is and what Rotary does is amplified.

As we have mentioned in the past; programs and efforts such as: "The ask", "Discover Rotary", "Public Image" and "Follow through", when synchronized into one coherent plan, can and does work. The Rotary Club of Scottsdale has shown this to be true. And, to answer our initial question, there are no "secrets". The club's success is based in what we already know, put to use in an honest and sincere fashion. Well done Scottsdale!

President Bea Jarbeck-Burk of the Rotary Club of Scottsdale has graciously agreed to come to your club to do a presentation on the details of their program to assist you in your efforts. She can be reached at bea.jarbeck-burk@ymcalh.org Great job Scottsdale, well done for sure! *By DGND John Dale Hartman*

Why do People Join Rotary?



Membership Training

Our Rotary District just wrapped up a five-week virtual, club membership growth training program that helped attendees to focus on actions that can be taken now. Topics included intentional membership strategies and engagement, membership goal setting and membership engagement, Discover Rotary and membership growth plans, changing club culture, and putting it all together. Assistant Governor Dan Dougherty stated, "It gave us a look at what is a normal operating culture of many clubs and new fresh ideas to become attractive to new members and the community."

Delivered by Zone 33 Rotary Coordinators Patrick Eakes and Terry Weaver, the series helped participants to understand that many clubs chronically lose members, because they don't get it, they don't care, or they don't know how to change. Leadership development and skills training that are helpful in all aspects of life were also included.

Our membership journey began

with the recognition that Rotary is a membership organization and service is our product. If you don't get membership right, everything else will be a struggle. Attrition is real, retention is important for the long term, clubs need membership growth every year, and that growth takes intentional strategies.

One of the highlights of the summit included a Discovery Rotary demonstration. Discovery Rotary is an informational session for prospective members in which they learn about Rotary and club expectations. Your District Membership Committee recommends that every club offer a Discovery Rotary session. Slides and a script are available at rizones33-34.org/district-membership

At the same link you can find other valuable information including membership plan templates and an entertaining video on Courageous Club Turnaround. Our Membership Playbook, which was emailed to District 7305 Rotarians, is also a great source of information and links that can help you to develop your club's membership plan.

In addition to the practical tips, the Membership Summit also reminded us that we are part of an amazing, international organization where people unite and take action to create lasting change across the globe, in our communities, and in ourselves.

By Cherie A. Sears



Cause-Based Rotary Clubs

Meet John, a 44-year-old environmental scientist. His passion is cleaning up rivers, a love born of almost a decade as a whitewater raft guide.

Meet Candace, a 37-year-old high school teacher who donates time to a watershed group, helping to monitor pollutants in local streams.

John and Candace aren't Rotarians, but they're already living our Service Above Self motto.

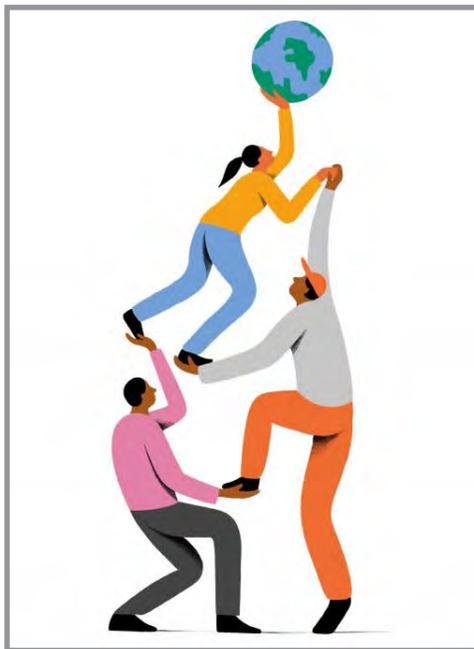
Now say hello to Laura, a 56-year-old Rotarian who has a passion for kayaking and the clean streams and rivers that make it enjoyable.

So, what if Laura approaches John and Candace and says something like, "Did you know you can now start a Rotary Club focused exclusively on the health of our streams and rivers?"

She could tell them, "Our Rotary District has over 2,000 well-placed members that you can network and collaborate with on these issues."

Laura could point out, "Rotary clubs are good at organizing and fundraising plus, we have grants that environmental causes would qualify for."

Do you see the huge difference from how we typically approach people?



Laura isn't asking John and Candace to join her Rotary club and add more work and obligations to their already busy schedules. She's telling them that a cause-based Rotary club can help them do the work they're already doing.

In other words, Rotary can bring benefits to the table that can help them organize and accomplish their goals more productively.

Laura could also tell them about the leadership training they'll get, about how they can educate youth through Interact and other programs. She

might tell them about other Rotary environmental projects and the possibility of international service.

This is the magic of a cause-based Rotary Club.

Cause-based clubs are one of several models being promoted by the Innovative Clubs Advocates (ICA) committees in each of the seventeen Districts in Zone 33. But any Rotarian in any club can be the "spark" that gets a cause-based club started.

Simply put, cause-based clubs are about harnessing the passions people already have and showing them the benefits of establishing a Rotary Club specifically around that cause.

While the concept is still new, there's exciting progress. Zone 33 already has social justice clubs, peace clubs, veteran's clubs, global clubs and more.

A cause-based club can charter on its own with a minimum of twenty members, or it can start as a Satellite club under an existing club with just eight members.

For more information on cause-based Rotary Clubs, contact Rebecca Hunn at hunn3433@gmail.com or Mary Berge at drberge@hotmail.com

By Patrick Eakes, Zone 33 RC

It's Time to Tie Down Polio

Every year, all incoming District Governors receive a theme tie from the incoming RI President. While there are many different theme ties available through third party vendors, there is only one truly official theme tie and pattern. Here is your chance to own one of these.

At district conference, this official theme tie will be up for auction. In recent years, the District Governors Elect have been able to purchase additional ties for \$125 with all of that money going to Polio Plus. For that reason, our auction will also be in support of the Polio Plus program.

The winning bid will be donated to Polio Plus in the winning bidder's name. Not only do you get a chance to own a very special tie, you also get to make a completely deductible donation the Rotary's flagship program: Polio Plus.

So, bring your wallet and/or purse to the district conference and get ready to bid!



An Angel in Heaven

Eden Hicks was just 3 years old when her mother Kaylene Roedel, 26, was murdered in 2016 and her body dumped on a hiking trail in Johnstown.

On Wednesday, the Conemaugh Township Rotary gifted a bench to Eden for her 9th birthday in memory of her mother.

The bench reads: "I have an angel in heaven. I call her Mom."

Roedel's husband, and Eden's father, Michael Hicks said Eden cherishes Roedel's memory.

"She wears a necklace with the ashes of her mother in it," he said.

Hicks contacted the Rotary and Forever Media, in Johnstown, about the Wishes of Christmas program, said Andi Palmar, Rotary member.

Even though the Rotary had given all its Christmas Wishes, the organization did more.

"Mike contacted us through Facebook," Palmar said. "His story rang a bell with me because I had just lost my dad. I lost my mom eight years earlier.

"You still have an emotional attachment to your mom," she said.

The bench was placed outside the Westmont home Eden and her father share with his fiancée Lacey Hamilton and her two daughters.

Hicks said he met Roedel in Florida and married in 2012, the year Eden was born. Roedel left him for Christopher George Rowe, and they moved to Blairsville and had one



Andi Palmar, from the Rotary Club of Conemaugh Township, presents a bench to Eden Hicks for her 9th birthday in remembrance of her mother, Kaylene Rodel, whose body was found on Honan hiking trail on August 7, 2016. The Rotary Club of Conemaugh Township donated the bench on Wednesday, March 31 as part of their "Wishes for Christmas" program.

child. However, Hicks and Roedel never divorced.

"I went to court and won custody," Hicks said.

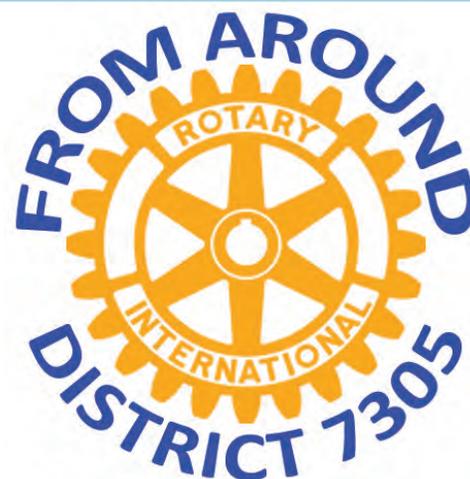
Authorities believe Rowe killed Roedel after years of abuse. Abuse that Hicks said Eden witnessed.

Rowe was ordered on Friday to stand trial for murder. Hicks and Eden are hoping for closure.

Someone needs to speak for Roedel, Hicks said.

"She has no voice," he said. "This will give her a voice."

Text & pictures courtesy of Thomas Slusser, The Tribune Democrat



Rotary

AVENUES OF SERVICE
Channel our commitment to service at home and abroad through five Avenues of Service.

- CLUB SERVICE** focuses on making clubs strong.
- VOCATIONAL SERVICE** calls on every Rotarian to work with integrity and contribute their expertise to the problems and needs of society.
- COMMUNITY SERVICE** encourages every Rotarian to find ways to improve the quality of life for people in their communities and to serve the public interest.
- YOUTH SERVICE** recognizes the importance of empowering youth and young professionals through leadership development programs.
- INTERNATIONAL SERVICE** exemplifies our global reach in promoting peace and understanding.

Nothing Fishy About It

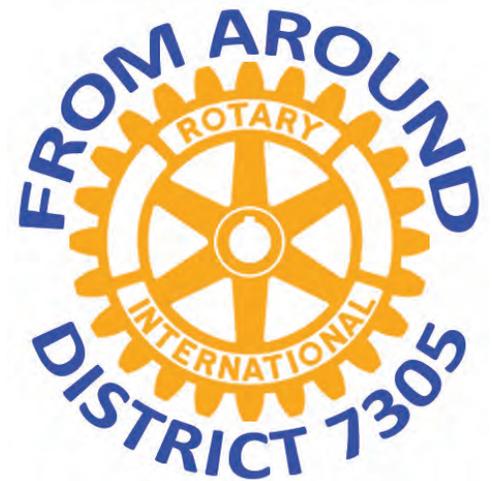
This year, as they do every year, members of the Murrysville-Export Rotary Club and the Sportsmen and Landowners Alliance of Murrysville (SLAM) partnered with the Municipality of Murrysville to restock the Remaley Rotary Pond at Townsend Park with 345 rainbow trout.

On the first day of trout fishing the Rotary Club usually holds the Joey Gombosh Fishing Derby with prize trout but it has been cancelled for two years now. The pond was still stocked for the youth of the community.

Text & pictures courtesy of Lane Neff



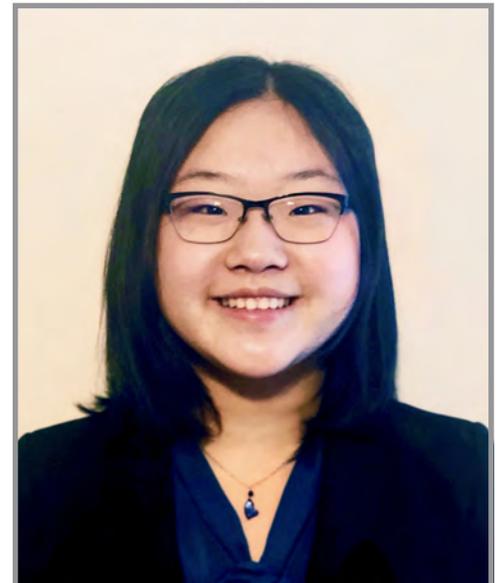
Recently, members of the Murrysville-Export Rotary Club helped stock their Rotary Pond with rainbow trout. And, on Saturday, March 27, several club members marched in the March for Parks, raising money for the parks and trails in Westmoreland County. Service dog Bullet accompanied them.



Interactor Earns Top Spot

Hannah Shin, a Junior at North Allegheny High School and an officer of their Interact club, was selected to serve on Rotary International's Interact Advisory Council as one of eight members from around the globe. On the Council, she will be representing hundreds of thousands of Interactors worldwide. The 2021-22 Rotary International President-Elect created this inaugural Council for the first time in Rotary's history to "serve at the international level and advise the RI board to shape the future of Interact". Hannah said "I am honored to have this opportunity to work with fellow Interactors from around the world and represent them, sharing their voices to shape Interact programs."

Hannah is fascinated with international business, public policy, and world affairs, and she hopes to pursue a career of social entrepreneurship, serving the elderly community and people with disabilities. Outside of Interact, one of Hannah's favorite organizations is DECA, through which she was elected to serve as the next Pennsylvania DECA State President. A fun fact about her is that she loves to play the flute, piccolo, and ukulele.



Hannah Shin, an officer of the North Allegheny High School Interact Club, has been chosen to serve on the RI Interact Advisory Council as one of its eight members from all over the world.

Food Pantry Donations

On Monday, March 29, as part of the Rotary Club of Washington Family Essentials project, club members Brad Montgomery, Bill and Susan Price, Dave and Shirley Moore, and Dave Hart, delivered 424 kits to the Family Circle Food Pantry. All clients will receive one, thanks to the work of the Rotary Club of Washington. The Rotary Club of McMurray supplied 28 additional kits.

Dave Hart said that it was the work not only of Rotarians, but neighbors, church members, and others who heard of the project and wanted to help. There were also some cash donations that were used to purchase items. There is still some cash left. And, as the food pantry says that tooth paste is always in demand, Dave plans to use the remaining funds to buy extra tooth paste for them.

Susan Price, who sparked this project, said that too many don't realize the strain these families are under. They need these items, but food stamps cannot be used for them. Dave Hart, who spearheaded community outreach to let people know of the need, said that a clerk at



Rotary Club of Washington members Brad Montgomery, Bill and Susan Price, Dave and Shirley Moore, and Dave Hart, with some of the over 400 kits that were delivered to the Family Circle Food Pantry as part of the club's Family Essentials project. Picture and text courtesy of PDG Tom Drewitz

a dollar store, who had received an explanation for Dave's purchases, said that it is all about dignity. The clerk's mother always said: "Don't leave the house smelling musty." Washington Club President Brad thanked Susan Price for initiating

the project and Dave Hart, who spread the word, as well as Wanda Hart, who wrote on all the bags. He also thanked all the members who helped them reach their goal. Bill Price noted that some of the packs contained crayons, a great idea.

Monroeville Peace Pole

A new monument designed to promote peace and togetherness may soon be installed in a Monroeville park.

Rotary Club of Monroeville members want to install a peace pole in the botanical garden section of Monroeville Community Park West.

"We want to draw the diverse community together," outgoing Rotary president Som Sharma said while overlooking the site on March 24. "It's a gift to the community. Our team has been working on it for about eight months now."

A peace pole is an internationally recognized symbol of the hopes and dreams of humanity and peace on earth, according to the site worldpeace.org.

The message, "May Peace Prevail on Earth," will be written on the pole in 37 languages.

Sharma said the municipal park was an ideal choice to place the pole.

"There are a lot of people visiting



The RC of Monroeville is planning to erect a Peace Pole crafted by sculptor Joel Selmeier

here and a lot of activity here," he said. "We want to take advantage of that and want (visitors) to get involved so they take the message back to their community."

The Rotary pole, made of stainless steel, will be about 12 feet tall and about 14 inches wide. It is being crafted by Cincinnati-based sculptor Joel Selmeier.

The pole is expected to be shipped within six weeks and installed with

the help of Monroeville public works crews.

"I think it's great," municipal manager Tim Little said. "I think it's a place where all different denominations, races, creeds, genders can come here and meditate and pray and relax."

The project cost is estimated at \$14,000. A portion will be paid using a Rotary Foundation grant through District 7305. The Monroeville club plans to hold fundraisers for the rest of the tab.

The club hopes to expand on the project and create a peace garden with flowers, shrubbery and benches.

"The objective of the peace garden is to have a nice, quiet spot and just let it go and relax," said incoming Rotary president Gerry Maynard. "Leave your troubles outside and take peace with you." "It's an ongoing work to promote peace through the involvement of a diverse community," he said. "This is a great park, and this is just a great addition. I don't see any negatives at all."

Article by Michael Divittorio, Trib Live

Did You Know?

The United States Mint American Innovation \$1 Coin Program is a multi-year series honoring innovation and innovators with \$1 coins from each State, District of Columbia, Puerto Rico, Guam, American Samoa, U.S. Virgin Islands, and Northern Mariana Islands.

A special American Innovation \$1 Coin was minted and issued in 2018 to introduce this new series. The obverse of the coin features the same common obverse design as all the other coins in the series. The reverse design features a representation of President George Washington's signature on the first-ever U.S. patent issued on July 31, 1790.

Four new \$1 coins with distinctive reverse designs will be released each year from 2019 through 2032 in the order the states ratified the Constitution of the United States or were admitted to the Union. Once a coin is issued for each state, coins will be released for the District of Columbia and the territories.

The Pennsylvania American Innovation \$1 coin was the second of four released in 2019. It features the polio vaccine developed by Dr. Jonas Salk and his team at the University of Pittsburgh in the early 1950s. At the time, as Rotarians are well aware of, polio was a devastating disease that disproportionately affected children and young adults and left many paralyzed and unable to walk.

In 1947, the University of Pittsburgh hired Dr. Jonas Salk to develop a polio vaccine. At the time, polio was a devastating disease disproportionately affecting children and young adults, leaving many of them paralyzed. In 1953, the university announced that Salk's team had discovered a vaccine they believed could prevent the disease. After two years of clinical trials, the first of which were conducted in southwestern Pennsylvania, the vaccine was determined to be safe and effective. Its subsequent, widespread administration to millions of Americans effectively eliminated polio and helped usher in a new era of virology.

The discovery of the polio vaccine changed the landscape of growing



The United States Mint American Innovation \$1 Coin Program honors innovations and innovators from all US states and territories. The coin representing Pennsylvania features the Salk polio vaccine.

Text and pictures from the US Mint with help from PDG Bill Strickland (D6910).

up and living in America. Prior to the vaccine, the Nation was gripped with fear about the ravages of polio. Its discovery lifted spirits and helped return a sense of community and leisure to American families. An achievement hailed by the American Medical Association as "one of the greatest events in the history of medicine."

The reverse depicts an artist's conception of the poliovirus at three different levels of magnification along with the silhouette of a period microscope, representing

the extensive research conducted to develop a cure for polio. The inscriptions are "UNITED STATES OF AMERICA," "POLIO VACCINE," "1953," and "PENNSYLVANIA."

The obverse design features a dramatic representation of the Statue of Liberty in profile with the inscriptions "IN GOD WE TRUST" and "\$1." The obverse also includes a privy mark of a stylized gear, representing industry and innovation.

The edge-incused inscriptions are "2019," mint mark, and "E PLURIBUS UNUM."



Released on March 8, 1999, the Pennsylvania Quarter was the second coin released in the 50 State Quarters Program and the second released in 1999. Pennsylvania, admitted into the Union on December 12, 1787, features the statue, Commonwealth, with an outline of the state and their motto, Virtue, Liberty, Independence, and a keystone. President William J. Clinton was in office when this legislation was signed. Three United States Mint Directors served under President Clinton's tenure; David J. Ryder of Idaho, Philip N. Diehl of Texas, and Jay W. Johnson of Wisconsin.

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EVERY ROTARIAN EVERY YEAR

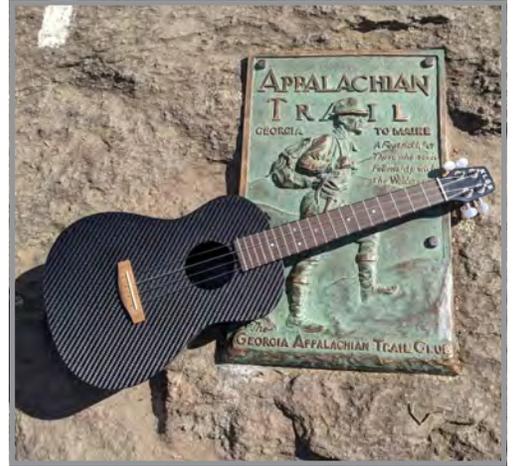
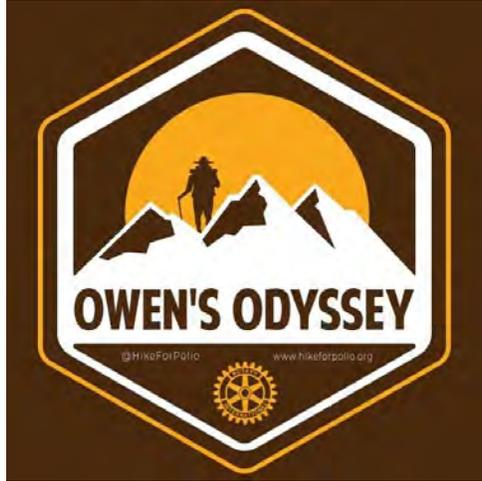
Rotary's Four Way Test
 Of the things we think, say or do:

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?

Hiking for Polio

Since he started his quest to through-hike the 2,190 miles of the Appalachian Trail on March 9, Owen Standley of the Rotary Club of Johnstown Sunset has put well over 400 miles behind him. He has also managed to surpass \$40,000 raised for Polio Plus, getting closer to the goal of \$100,000 with every step that he takes.

If you want to keep up with Owen's daily progress, you can do so at:
www.hikeforpolio.org



POLIO IN NUMBERS
 Wild poliovirus in 2021 (2020)*
 Global Total: 2 (34)
 Circulating vaccine-derived poliovirus in 2021 (2020)*
 Global Total: 43 (65)
 *Data as of 30 March 2021. Numbers in brackets represent data at this time in 2020.

SAVE THE DATE

ALL EVENTS SUBJECT TO CANCELATION DUE CORONAVIRUS PANDEMIC



SAVE THE DATE – APRIL 14, 2021

VIRTUAL ROTARY WORKS - CAREER DEVELOPMENT PROFESSIONAL
SERIES #4 SO YOU WANT TO BE YOUR OWN BOSS?



SAVE THE DATE – APRIL 18, 2021

THE ROTARY FOUNDATION LUNCHEON
RIVERS CASINO



SAVE THE DATE – APRIL 24, 2021

DISTRICT ASSEMBLY – VIRTUAL/HYBRID
LAMPLIGHTER RESTAURANT



SAVE THE DATE – MAY 20-23, 2021

2021 DISTRICT CONFERENCE
SEVEN SPRINGS MOUNTAIN RESORT



SAVE THE DATE – JUNE 12-16, 2021

NOW VIRTUAL - 2021 RI CONVENTION
TAIPEI

