



# Annual Reunion of Rotary International Past Officers San Diego, 16-18 January 2016

San Diego Rotary International Assembly - 18-24 January 2016

## The Reunion Wheel

Monday, January 18, 2016

### Plenary Session X: Panel of Directors



Director Jennifer Jones  
Director 2015-17  
Rotary Club of Windsor-Roseland  
Ontario, Canada

PDG and former POR Chair Phyllis Nusz introduced RI Director Jennifer Jones, who moderated the panel of 4 Directors. The Board of Directors, Jennifer stated, is constantly discussing four main areas of concern affecting RI's success for the future:

1. Operational
2. Governmental
3. Strategic
4. Transformational



PDG Phyllis Nusz

The Board is asking "What comes after Polio" and "What strategies should the BOD be discussing?"



Director Julia Phelps  
2014-16  
Rotary Club of Malden  
Massachusetts, USA



Director Dr. Saowalk Rattanavich  
2015-17  
Rotary Club of Bangrak  
Thailand



Director Karen Wentz  
2015-17  
Rotary Club of Maryville-Alcoa  
Tennessee, USA

Director Julia Phelps had been a Rotarian since 1997. She stated that she joined Rotary for professional reasons; now she stays for personal reasons. RI President Ravi has asked that each Director personally visit every one of his/her Districts. Julia's Zone 24 is huge (see map. Zone 24 is in red):



Julia stated that for our organization to continue growing its membership, we as past governors need to “step up and support our future governors.” It is loss of confidence in the DGE’s and DGN’s by some Districts’ member bases which has to be dealt with sensitively and sensibly to prevent a decline in membership because of personal and/or political animosities.

Director Dr. Saowalak Rattanavich concurs. Her Zone 6B also covers a large area of Southeast Asia; there are 10 Districts in 10 countries. Much of her time, she states, is spent on problem-solving. Greater than 80% of the problems in her Zone have to do with the election of the DGN. Dysfunctional clubs and political discord (conflicts) create serious disharmony in club and district administrations. Subsequently, these issues affect community services, too. She shared how she recently had received a phone call at 0200 because Rotarians were fighting over a ballot box. She told them to stop counting the mailed-in ballots and to choose the DGN during the upcoming district conference by a vote from all qualified Rotarian attendees present at the conference. She also recommended clubs to “encourage the crooks to leave Rotary.”

Director Karen Wentz related that all Directors serve on subcommittees of the Board, bringing specific recommendations from these subcommittees back to the BOD for discussion and action. She stated that strategic planning is important and that RI’s current Strategic Plan was last adopted in 2010. Future Vision plans had been adopted before that time. Here are the highlights of their decisions:

### **Clubs and Districts**

The Board endorsed a membership development strategic plan designed to revitalize the traditional club model while exploring new models that might attract younger and future generations. The plan has four main focuses:

- Maintaining a coordinated vision of membership across Rotary International
- Building club capacity by strengthening membership teams at the club and district level
- Enhancing membership diversity by exploring different club models
- Increasing member engagement by promoting activities like new member orientation and mentoring

The Board affirmed that membership is Rotary’s highest priority, while polio eradication remains Rotary’s highest external priority.

The Board discontinued the New Member Sponsor Recognition program due to its rising costs and failure to meet objectives, effective 1 April 2016.

*From the Minutes of the October 2015 Rotary Foundation Trustees Meeting:*

**APPENDIX C**

**REVISED 2016–17 ROTARY GOALS**

**(Decision 12)**

**Priority 1- Support and Strengthen Clubs**

- Goal 1 Increase membership through outreach to recently retired and young professionals
- Goal 2 Increase the overall retention rate by improving member engagement and club health
- Goal 3 Increase club participation in the Presidential Citation
- Goal 4 Increase Rotarians' knowledge, engagement, and financial support of The Rotary Foundation

**Priority 2- Focus and Increase Humanitarian Service**

- Goal 5 End polio now- and forever
- Goal 6 Increase average club contributions to Annual Fund
- Goal 7 Increase club, community and government contributions to sustain support for polio eradication
- Goal 8 Increase the quality and impact of Rotary's humanitarian service effort through Foundation grants and the six Areas of Focus
- Goal 9 Increase sustainable service focused on programs and activities that support youth and young leaders and Rotary's six areas of focus

**Priority 3 – Enhance Public Image and Awareness**

- Goal 10 Publicize and raise public awareness of Rotary
- Goal 11 Publicize and raise public awareness of the Foundation's achievements and 100 year record of doing good in the world

## Plenary Session XI: Rotary International President



PDG Dick Thorn



Past Director Barry Rassin

PDG **Dick Thorn**, former chair of POR, introduced Past RID **Barry Rassin**, aide to **K.R. Ravindran, Rotary International**

**President 2015-2016.** Barry emphasized that Ravi has brought the concept of running Rotary International as a business. He noted that Ravi has represented all Rotarians worldwide and that our organization is “going in the right direction at the right time.”

### ***(Edited from the [www.rotary.org](http://www.rotary.org) website):***

A member of the Rotary Club of Colombo, Sri Lanka, Ravi is CEO and founder of Printcare PLC, a publicly listed printing, packaging, and digital media solutions company. It is arguably the world's largest supplier of tea bag packaging, catering to nearly every major tea brand, with manufacturing facilities in Sri Lanka and India. Printcare is the winner of national and international awards of excellence. Ravindran has been a featured speaker at several international print and packaging forums.

Ravindran also serves on the board of several other companies in Sri Lanka and India and charitable trusts, including the MJF (Dilmah) Charitable Foundation. He is the founding president of the Rotary-sponsored Sri Lanka Anti-Narcotics Association, the largest such agency in Sri Lanka. During the country's civil war, Ravindran was involved in the business community efforts to find peaceful solutions to the conflict and was a featured speaker at the United Nations-sponsored peace conference in New York for the Sri Lankan diaspora in 2002.

A third generation Rotarian and a member himself since the age of 21, Ravindran has served on the Rotary International Board of Directors and The Rotary Foundation Board of Trustees and as RI treasurer.

As his country's national PolioPlus chair, Ravindran headed a joint task force of the Sri Lankan government, UNICEF, and Rotary and worked closely with UNICEF to successfully negotiate a ceasefire with the northern militants during National Immunization Days. Aided by Rotary's efforts, Sri Lanka reported its last case of polio in 1994.

He also chaired the Schools Reawakening project, in which Rotary District 3220 raised more than \$12 million to rebuild over 20 tsunami-devastated schools to benefit 14,000 children. He continues to play a role in his club's project to build a cancer prevention and early detection center in Sri Lanka. Once completed, it will be the only dedicated national facility to offer comprehensive screening and early detection services.

Ravindran is a recipient of The Rotary Foundation's Citation for Meritorious Service, Distinguished Service Award, and Service Award for a Polio-Free World.

He and Vanathy have been married since 1975, and they have two children and a recently born grandchild.

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Ravi stated that he will not present any prepared remarks but would take questions from the audience.

Answering the question as to what is RI doing about membership growth, Ravi said that there is a multi-year program in place; all Rotary Zones (except for one) have had stationary membership numbers or a gain in membership. Recommendations are to look at business retirees who have the time and financial wherewithal to become active members of our organization.

Q: What is Rotary doing about the refugee issue—what is Rotary’s role in those areas of the world where people are fleeing their homelands because of conflicts, natural disasters, etc....?

A: Ravi replied that Rotary International cannot do anything about refugee issues as a corporate project, BUT individual Rotary clubs in those areas CAN respond “on the ground,” with support from Rotary International. Changes can happen at the grass roots level. We can and should be promoting tolerance and understanding among the diverse populations that are trying to coexist in those areas.

Q: What are we doing about tracking Rotaractors, so that we may bring them back into the Rotary family?

A: Our Rotary Global Awards will attract Rotaractors. RI has been working on this.

Q: What has been the best part of your year as RI President to date? And what has been the worst?

A: The hardest part is being away from home. He has saved RI thousands of dollars by staying on the job and not traveling back and forth to his home in Sri Lanka. The best part is being able to do the job; playing for the team “with his name in front, not in the back.” It has been a very grueling assignment to date.

Q: What changes are being planned for the Council on Legislation?

A: Will be discussing a few resolutions there in April. Voting will be done electronically. We will be looking for a dues increase of at least USD\$4.00. We need funding to improve our billing system and to develop a Rotaract database. The Trustees have endorsed the dues increase recommendation. Presently the COL is unwieldy with respect to recommended changes. Example is that if legislation wasn’t introduced by last December 15, 2015, you then have to wait a few more years before you can bring it before the next Council.

Q: Was there a format for Rotary United Nations Day?

A: We didn’t feel the need to make speeches. We felt the need to recognize:

1. Global Women of Action
2. Recognize the problems of exploited women and children
3. Suggest to the White House (US President) to recognize the humanitarian work Rotarians perform.

Q: (for the Foundation) Has the change from Group Study Exchange Teams to Vocational Training Teams working?

A: Yes, RI has been able to raise funds to underwrite the costs for the VTT program.

A final statement was made by one of the attendees that consideration be made to invite Boys and Girls Scouts to the Peace Conferences, especially to the one in the Republic of South Africa. Scouts, it seems, have to pay for the Rotary materials that they hand out. DGEs should be encouraged to partner with the scouts in their districts and that perhaps RI could provide the handouts to the scouts at no charge.

## **Plenary Session XII: RI Digital Tools**



PDG Ed Charlesworth introduced Peter Markos, General Manager & Chief Information Officer for Rotary International.

Peter leads a global team of more than 130 men and women who are responsible for Rotary's data processing, facilities, printing and distribution, and travel operations as well as all of the organization's technology needs. He helped establish the organization's Information Technology Development Center in Pune, India.

Peter graduated from the University of Chicago with a degree in economics, and has an MBA from the University of Chicago Booth School of Business. He is a Paul Harris Fellow.



PDG Ed Charlesworth



**Rotary International Digital Tools**

Peter Markos  
peter.markos@rotary.org  
Chief Information Officer

Rotary 

ROTARY'S DIGITAL STRATEGY

# Build and Deepen Relationships

Rotary 

**80% of the public know the name, ROTARY; under 2% actually know what Rotary does.**

**We need to turn “members” into actual “ROTARIANS!”**

ROTARY.ORG

It's why we have two sites –

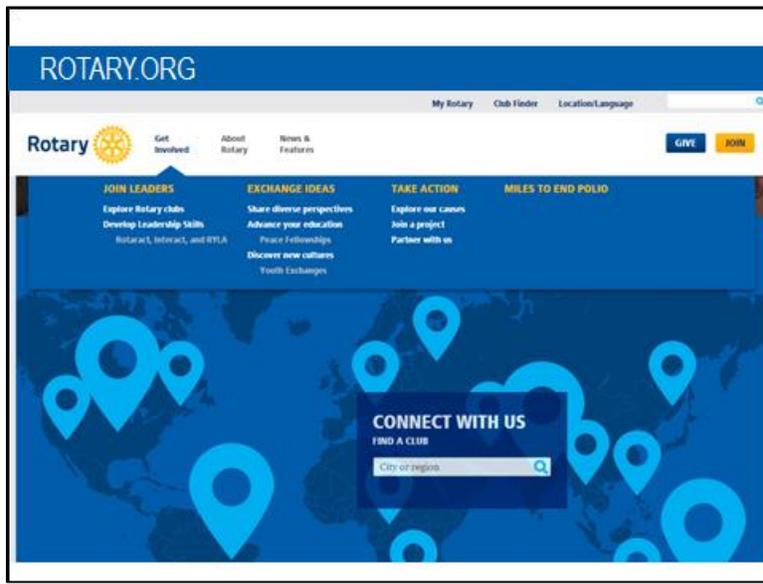
Rotary.org

- External audiences, for those who want to learn more

My Rotary

- For the family of Rotary, those who know and love us

Rotary 



**MEMBERSHIP LEADS**

- Enable prospective members and current Rotarians to express interest in joining a Rotary club, changing clubs, or making a membership referral
- Filter leads through RI database to districts and clubs
- Direct inquiries other than those interested in joining a club for follow up

The diagram illustrates a five-step membership process flow. It starts with 'I want to join' (represented by a person icon with an exclamation mark), followed by 'Matched with club' (person icon with a checkmark), 'Contacted by club' (speech bubble icon), 'Invited to join' (envelope icon), and finally 'I'm a member' (two people walking icon). The Rotary logo is in the bottom left corner.

The revisions and improvements enable prospective members and Rotarians to easily navigate through the website and express interest in joining Rotary, changing clubs, or making a membership referral.

The interest pages can now be easily accessed from our website on the Join Page, Member Center and on a side bar when viewing club information through our Club Finder tool. Simplification of the associated online pages and more strategic placement on a high profile section of our website has already led to approx. 1500 leads through our pages in

the first two weeks of going live. In those two weeks, we've already surpassed the monthly total in September 2014 and are tracking at 3 times the monthly average of leads received.

From any of these entry points, the user is then presented with just a few Interest Options to help direct them (and the information they provide) to the right source.

**NOTE:**

Joining a Rotary club → directed to Join Rotary and information is captured and screened in netForum

Joining a Rotaract club → directed to Connect with Rotary and information is automatically sent to [rotaract@rotary.org](mailto:rotaract@rotary.org)

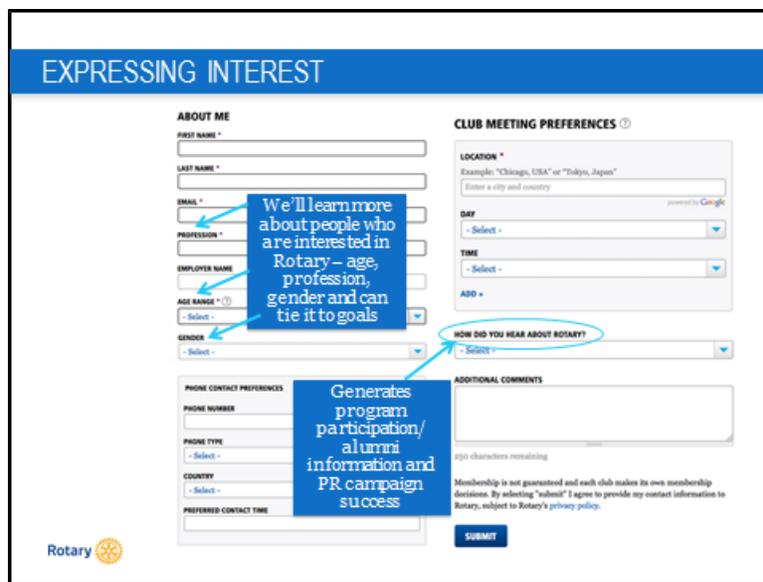
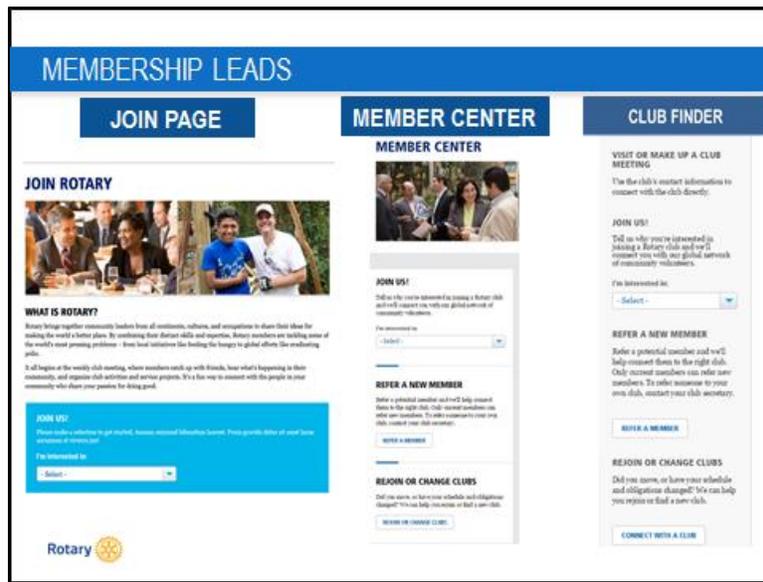
Rotary Peace Fellowship → [rotarypeacecenters@rotary.org](mailto:rotarypeacecenters@rotary.org)

Youth programs → [RotarySupportCenter@rotary.org](mailto:RotarySupportCenter@rotary.org)

Study abroad → [RotarySupportCenter@rotary.org](mailto:RotarySupportCenter@rotary.org)

Scholarships → [grants@rotary.org](mailto:grants@rotary.org)

Other → direct to [Contact us form](#)



## RELOCATION AND REFERRAL

### REJOIN OR CHANGE CLUBS

Whether you're moving to a new office or choosing to return to your home country, we can help you rejoin or change clubs.

Change your club information here. You will be able to see your profile.

**ABOUT ME**

First Name: [Text Field]  
 Last Name: [Text Field]  
 Email: [Text Field]

**PROSPECTIVE MEMBER**

PROSPECTIVE MEMBER NAME: [Text Field]  
 AGE RANGE: [Dropdown]  
 GENDER: [Dropdown]

**HOME CONTACT PREFERENCES**

PHONE NUMBER: [Text Field]  
 PHONE TYPE: [Dropdown]  
 COUNTRY FOR COUNTRY CODE: [Dropdown]

**CLUB MEETING LOCATION**

Example: "Chicago, IL" or "12345, Japan"  
 Enter a city and country

### REFER A NEW MEMBER

Help us grow our club. Share members or contacts you know. Forward the prospective member's name and contact information to a district or if you would like, refer to a club.

Only current members can refer new members. To refer someone to your area club, contact your club manager.

**ABOUT MY REFERRAL**

FIRST NAME: [Text Field]  
 LAST NAME: [Text Field]  
 EMAIL: [Text Field]  
 PROFESSION: [Text Field]  
 REFERRER NAME: [Text Field]  
 AGE RANGE: [Dropdown]  
 GENDER: [Dropdown]

**HOME CONTACT PREFERENCES**

PHONE NUMBER: [Text Field]  
 PHONE TYPE: [Dropdown]  
 COUNTRY FOR COUNTRY CODE: [Dropdown]

**CLUB MEETING LOCATION**

Example: "Chicago, IL" or "12345, Japan"  
 Enter a city and country

ADDITIONAL COMMENTS: [Text Area]

Only Rotarians can use these forms. They no longer have to provide information we already have!

## MANAGING LEADS

Home | Manage | Club & District Administration | Club Administration | Manage Leads GIVE JOIN

### MANAGE LEADS

Review your online membership leads for prospective, referral, and relocating or returning members. Then assign and track your candidates through the membership process - from inquiry to induction.

[View historical lead report](#)

**SHOW LEADS BY:**

PROSPECT TYPE: [Dropdown: -Any-] STATUS: [Dropdown: -Any-] FILTER

SUBMISSION DATE	PROSPECT TYPE	PROSPECTIVE MEMBER	STATUS
30-Jul-2023	Relocate/Change club	Ann Taylor	District - Reviewed inquiry <a href="#">Manage status</a>
28-Jul-2023	Prospective member	George Washington	District - Assigned to club <a href="#">Manage status</a>

**PROSPECTIVE MEMBER**

<b>FIRST NAME</b> George	<b>CLUB MEETING LOCATION</b> Stamess, New Providence, The Bahamas	<b>ROTARY POSITIONS</b> PDK, District Membership Chair, Third position <a href="#">View more</a>
<b>LAST NAME</b> Washington	<b>CLUB NAME</b> Rotary Club Bahamas	<b>MEMBERSHIP</b> Rotary Club of Park Ridge District 8440 Begin date: 19-Aug-1999 End date: 3-Jul-2022 <a href="#">View more</a>
<b>EMAIL</b> george.washington@email.org <a href="#">View more</a>	<b>CLUB MEETING DAY</b> Asap/none	
	<b>CLUB MEETING LOCATION</b>	

## SHOWCASE

- Enable clubs to post and share their local projects with the Rotary world and on social networks
- Educate friends and others on the great work Rotary does in communities around the world
- It's meant to be personal – each club and person is able to express their personality

**SHOWCASE**

**Community Service Project - Benches for School!**

The Rotary Club of New Providence held its first Community Service Project for the new Rotary year.

The project took place on Saturday, July 4, 2015 at Sandilands Primary School. Club members built benches on the school grounds for students to have their lunches and to use to sit and study.

Select Language | ▼

**Project location** Bahamas

**Project dates** Start: 04 July 2015  
End: 04 July 2015

✓ This project is complete.

**Project category** Community, Economic and community development

**Funding**

Rotary

**SHOWCASE**

**Sharing is an important element  
Encourage others to join you next time**

Share on Facebook

On your own Timeline ▼

Check out this awesome project me and my friends did! Next time, I'd like some of you to join us!

**Community Service Project - Benches for School!**

The project took place on Saturday, July 4, 2015 at Sandilands Primary School. Club members built benches on the school grounds for students to have their lunches and to use to sit and study.

MAP.ROTARY.ORG | BY ROTARY INTERNATIONAL

Family ▼ Cancel Share Link

Rotary

**SHOWCASE**

Rotary Showcase

Neenah Rotarians Find "Treasure" along Hwy CB

Tree Plantation Program

Health Care Awareness Program

Mawei Villages Drinking Water Provision Project

**IMPACT TRACKER**

Total volunteer hours	Number of volunteers	Total cash contributions	Total in-kind contributions
7,598,589 Hours	832,598 People	158,729,330 USD	95,527,214 USD

Rotary

## IDEAS

- Clubs need “help” to get things done
  - Money
  - Volunteers
  - In-Kind Donations
  - Connections
- Unique platform that allows clubs to gather these from the members of their community
- All assistance goes straight to the clubs – crowdsourcing and empowering clubs



## IDEAS

These projects are looking for different things:

- Volunteers and a partner
- Volunteers, in-kind donations, and a partner
- Money



Active Projects 100 Users 1000 My Club 1000

1 2 3 Next Last

**Bangladesh Arsenic Education Project**  
Greater Chittagong Bangladesh 31 October 2015  
The initial observation of this project indicated that high school students are enthusiastic participants in a program to educate the community about the health hazards of arsenic in drinking water and in making measurements of the arsenic concentration in water from their local wells.

**JORNADA DE SERVICIO SOCIAL EN CUAUNEUTLA PUEBLA Mexico** 14 November 2015  
Donación, consultas, ropa, cobertores, juguetes, cepillos de dientes, medicamentos.

**District 6750 North Oklahoma City Rotary Club International Challenge**  
Oklahoma City United States 31 December 2015  
As Rotarians, it gives us great honor to ask you to join My Heart's Appeal (MHA) and Rotarian Love-It-More (RLM) as the endavors to show the world the true meaning of Rotary. Help us demonstrate that Rotarians can "Be a Gift to the World" and make a genuine difference in the lives of others.

## VOLUNTEERING

Great example of using the tool to manage volunteers



**Puebla La Nueva**  
View Profile Contact

**Nora América Hernández Verdejo**  
View Profile Contact

**This List is Complete**  
10 5 40 0  
Date Hour Minutes Location

**Volunteer** (administer) 1

**21/10/2015**  
13:00-18:00 (4 People) 100%

**23/10/2015**  
07:00-09:00 (3 People) 100%

**28/10/2015**  
10:00-14:30 (4 People) 100%

**28/10/2015**  
10:00-12:30 (18 People) 100%

**04/11/2015**  
09:00-12:30 (18 People) 100%

**JORNADA DE SERVICIO SOCIAL EN CUAUNEUTLA PUEBLA Mexico**  
14 November 2015

**Project Description**

Realizaremos Jornada de Servicio social y de salud en beneficio de 1000 habitantes de la comunidad de Cuauquepala.

Con la participación de Cruz Roja Mexicana, de socios del club y sus familiares.

Solicitamos apoyo de diferentes patrocinadores para recibir:

- \* Cobertores
- \* Juguetes y libros para niños indígenas
- \* Ropa de invierno
- \* Pañales para niño y adulto
- \* 4 Sillas de ruedas y 1 sillas de bebé

## PERSONAL FUNDRAISING

**Rotary** Shows My My Profile Sign Out

North Oklahoma City  
View Profile Contact

Kerri Louber  
View Profile Contact

USD \$1,000.00

Contribute Funds

Goal: 10,000.00 USD

- 20.00 USD: X 18,000 Rotarians = \$360,000 Total Land Cost
- \$100.00 USD: Will Clear One Acre of Forest Preserves on the Land
- 1,000.00 USD: Purchase 1/2 Acre of Land
- 5,000.00 USD: Purchase One Acre of Land

Project Description

We write to offer you the chance to participate in a voluntary international project. As Rotarians, it gives us great honor to ask you to join the Rotary's Approval Utility and Rotarian Louber Major as the embassies to show the world the true meaning of Rotary, help us communicate that Rotarians can "be a part of the world" and make a genuine difference in the lives of others.

SRPA is a 501(c)(3) not-profit organization with its headquarters in Oklahoma City, USA, and was founded to meet the special education and training needs for people with disabilities who live in Liberia, West Africa. With the passion to help the poor, Thomas, who has Down syndrome, Louber founded SRPA 1998. Please watch The Appeal

Rotary

You can also raise money as an individual as part of a broader cause.

## PERSONAL FUNDRAISING

**Rotary** Shows My My Profile Sign Out

Miles to End Polio  
Tucson, Arizona United States  
21 November 2018

Personal Fundraising Pages

- Norah Webster's Fundraising Page  
Raised: \$1.0K  
Goal: \$3.0K
- Lindsay Griswold's Fundraising Page  
Raised: \$104.00  
Goal: \$2.0K
- Jean Stanula's Fundraising Page  
Raised: \$1.2K  
Goal: \$2.0K

Rotary

Staff used it to raise money for Polio as part of El Tour de Tucson.

I hope none of you donated to this guy!!

## FUNDRAISING DIRECT TO THE ROTARY FOUNDATION

You can also have any money raised go directly to the Rotary Foundation

**PEDALING FOR POLIO**  
Tour de 7820

**END POLIO NOW**

Overview Contributors Share this Project Personal Fundraising Pages

Pedaling for Polio - Tour de 7820  
Nova Scotia, Prince Edward Island, Newfoundland, St. Pierre et Miquelon Canada

Rotary

## WAYS TO BUILD RELATIONSHIPS

- Rotary.org
- Membership leads
- Showcase to share local projects
- Ideas to engage your community



## MY ROTARY

My Rotary is the place for those that want to do more -  
Place for Rotary Business  
but  
also the place to get know your fellow members better



## PROFILE

Allows me to share information with other members.

### PETER MARKOS

PEOPLE CONNECTIONS (0) MESSAGES (0) ACCOUNT SETTINGS

Reset all privacy settings View your public profile

#### PROFILE PHOTO



EDIT DELETE

#### Individual Contributions Page

Rotary Workgroup

Recommendation

#### My Involvement

Credit card opt-out (U.S. & Canada)

Donate Rotary Report

#### CONNECTIONS

Set your privacy settings for who can see your connections.

#### GROUPS

Set your privacy settings for who can see your groups.

#### CONTACT INFORMATION

##### ADDRESSES

###### BUSINESS PRIMARY

1111 Parker Street  
One Rotary Center  
5418 Glenhurst Ave  
Bloomington, IL 61820  
United States

Edit

##### PHONES

###### BUSINESS PRIMARY

817-454-1288  
United States

Edit

ADD

##### EMAIL

###### BUSINESS PRIMARY

peter.markos@rotary.org

Edit

###### PERSONAL

peter.markos@gmail.com

Edit | Remove

100% complete

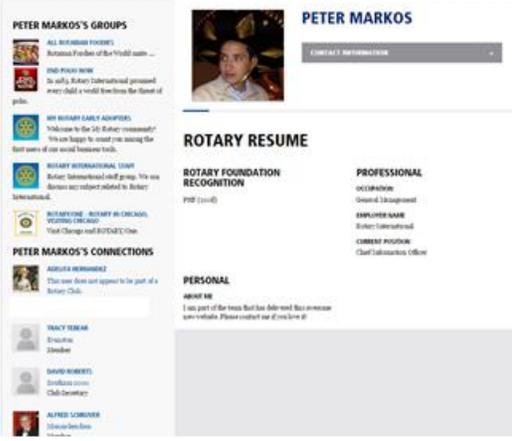


## CONNECTIONS

I can share what groups I belong to, what my interests are, and a little about myself.

This allows me to connect with others who share my interests.





## GROUPS



**New Group Posts**

**MEMBERSHIP BEST PRACTICES**  
141 MEMBERS  
 7 new posts in 2 discussions; 4 new members joined since yesterday.  
**Membership Retention**  
 Latest post: prospective members need to be educated about the real monetary costs associated with Rotary membership. [Read more](#)  
by Jeffrey Walshence 16-Feb-2013 07:12:00

**ROTARIANS WORLDWIDE-OFFICIAL ROTARY.ORG DISCUSSION GROUP**  
12 MEMBERS | OPEN  
 Activity: 1 new posts in 1 discussions; 1 new members joined since yesterday.  
**8 tips for getting young people interested in your club**  
 Latest post: One of the advocacies of my club, Rotary Club of Makati Olympia is youth development. We have [Read more](#)  
by Maria Rosario Acosta 16-Feb-2013 08:19:40



Groups allow me to exchange ideas and create friendships with others.

## ROTARY CLUB CENTRAL



**Centralizes information**



**Supports continuity in leadership**



**Is available to every Rotarian**



**Shows the important work that Rotary clubs do worldwide**



## MEMBERSHIP GOALS

Club Site > Goals

Your Club Service Foundation Giving

Club View  
District View  
Club Group View  
Rate Clubs  
Global View  
Resources  
Reports

### Membership

Set a goal for the total number of members you would like your club to have by the end of the year. Base your number on the 1 July start figure below, which is RI's official member count for your club.

✔ A dash(-) indicates the official 1 July start figure for your goal-setting year is not yet available.

**Set and Edit Your Goals**

	1 JULY START FIGURE	MEMBERS	GOAL TOTAL
Membership		123	-
Achievement			123
<b>2016-17 Goal Total</b>			

Save Clear all Cancel

Rotary

## FUNDRAISING GOALS

Club Site > Goals

Your Club Service Foundation Giving

Club View  
District View  
Club Group View  
Rate Clubs  
Global View  
Resources  
Reports

### Annual Fund

Your Annual Fund goal represents how much you would like your club and club members to contribute to The Rotary Foundation's Annual Fund. Enter your club's goal below. For more information about the Annual Fund, click the help icon.

**Set and Edit Your Goals**

	5-YEAR HIGH	GOAL TOTAL
Annual Fund	33240 USD	35125 USD
Achievement		0 USD
<b>2016-17 Goal Total</b>		<b>35125 USD</b>

Save Clear all Cancel

Rotary

## ROTARY GLOBAL REWARDS



New Program allowing members to give and receive discounts around the world.

### ROTARY GLOBAL REWARDS: THE GOOD YOU DO COMES BACK TO YOU

Rotary Global Rewards gives you discounts on travel, hotels, vehicle rentals and others, all designed to help you get more good work done. Our rewards program is unique because you're invited to help build it. Create an offer for your own business to enhance our growing portfolio of Rotary Global Rewards.

[FIND ROTARY GLOBAL REWARDS AT ROTARY.ORG/GLOBALREWARDS](http://Rotary.org/globalrewards)



## ONE MORE THING . . .

What about you?

You have:

Ideas  
Skills and Expertise  
Passion

How can you contribute?



## ROTARIAN EXAMPLES

- Mobile Apps – several in the app store
- Club databases – ClubRunner, DaCdb, EZClub, etc
- Individual initiatives – overlaying Rotarian membership with US Census data



## DATA INTEGRATION SERVICES

- Simply put – the ability to integrate with RI to get the data you need when you need it
  - Simplify logins
  - We can supply membership information
  - In the future, we intend to provide grant information and more



## DATA INTEGRATION SERVICES

- Want to login to your club's site with your My Rotary account.
- Want to download your club membership to a club attendance app on your phone.
- Want to come up with some idea no one has thought of yet.



## COMMUNITY MARKETPLACE

### COMMUNITY MARKETPLACE

Rotarians and Rotarians are developing innovative resources that help clubs and districts operate more efficiently and connect with each other. So how do you get the word out about your creation? Post it to our Community Marketplace and share it with the Rotary world! The marketplace features solutions made for Rotarians by Rotarians.

You can submit your community resource to have it posted here. Your submission must be Rotary-related and include a brief description. Contact us to make a submission.

Connect with other Rotary members in the community marketplace discussion group.

In the coming months, look for enhancements that will allow you to rate tools and provide comments.

#### MATCHINGGRANTS.ORG

The goal of matchinggrants.org is to facilitate communication between Rotarians looking for projects to finance, and Rotarians looking to finance their local projects. Submitting a project on this site will not submit it to The Rotary Foundation. Once they've agreed to underwrite a project, partners must submit a grant application to The Rotary Foundation.

Go to site

#### TAKE ROTARY WITH YOU

This smartphone and tablet app enables you to stay connected with Rotary wherever you go. Read the latest Rotary news, keep in touch with Rotary's social networks on Facebook, Twitter, and Instagram, and watch videos. The app also provides direct access to popular documents, Rotary Showcase, Rotary Club Central, the Rotary Shop, and End Polio Now.

For Android



### MEMBER DATA INTEGRATION

Importing your membership data to Rotary International is easier than ever by linking your local database directly to the new Member Connect membership database. You can:

- Import from your existing database
- Import from your existing local file and membership collection
- Import to include club or non-club members (international and local)
- Generate duplicate-free entry

#### CHOOSE A PROVIDER

Ready for your data? We've got you covered. Here are the most popular providers to see their integration options and connect information. There are many other providers.

Download a list of providers

#### CLUBRUNNER

www.clubrunner.com

Phone: +1 714 444 4444

#### IAAC club

www.iaacclub.com

Phone: +1 214 343 3434

#### ezclub

Club & District Websites

www.iaacclub.com

## NOW WHAT – GO BUILD RELATIONSHIPS

- Encourage people to explore Rotary.org
- Invite them to join and submit their interest through Membership Leads
- Share you local projects with us and your friends with Showcase
- Engage your community with Ideas – by getting them involved



## DEEPEN RELATIONSHIPS YOU ALREADY HAVE

- Fill out your profile on My Rotary
- Join Leaders and Exchange Ideas with groups
- Keep up with your club through Rotary Club Central
- Give and get discounts with Rotary Global Rewards



Finally . . .

## INNOVATE

The greatest strength of Rotary has always been its members.

Create solutions to meet the needs you see,  
leveraging Data Integration Services and  
Take Action

Share them through the Community  
Marketplace



## Plenary Session XIII: The Power of Advocacy



PDG David Sullivan introduced Thomas M. (Tom) Thorfinnson, Trustee 2015-19.

Tom is a member of the Rotary Club of Eden Prairie Noon, Minnesota, USA. He is president of Thorfinnson Law Offices and is engaged in the private practice of corporate law. He is a former lecturer in business law for the University of Minnesota and is in his 14th year as a member of the First Minnetonka City Bank board of directors. He also is past director and board chair for the Hopkins Crime Prevention Foundation, Open Circle Adult Day Care, Eden Prairie ABC Foundation, and Eden Prairie Girls Athletic Association. A Rotarian since 1980, Tom has served Rotary as vice president, director, member of the RI/USAID Water Alliance Steering Committee and the Strategic Planning Committee, regional Rotary Foundation coordinator, Council on Legislation representative, Permanent Fund national adviser, zone coordinator, and district governor.



PDG David Sullivan

Tom is a Benefactor of The Rotary Foundation, and he and his wife, Jamie, are Major Donors, Paul Harris Fellows, and Bequest Society members.



## ADVOCACY

**An activity by an individual or a group which aims to influence decisions within a social system or institution.**



STRATEGIC OVERVIEW | 2

## United Nations



STRATEGIC OVERVIEW | 3

## 1949 – UN Charter Signing



STRATEGIC OVERVIEW | 4

**Forty-seven Rotarians were invited to help develop the charter of the United Nations.**

## RI's – Mission Statement

Provide service to others,  
**promote** integrity, and **advance**  
world understanding, goodwill,  
and peace **through our**  
**fellowship of business,**  
**professional, and community**  
**leaders.**



STRATEGIC OVERVIEW | 5

## Board Decision from Oct 2015

**The Board recognized:**

**The many achievements of RI and TRF over the past century.**

**The heart of Rotary is peace building through fostering relationships, networking and community betterment.**

**Rotary is about to achieve an amazing accomplishment with the eradication of polio. This will change Rotary's focus and image.**



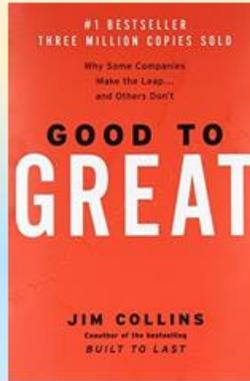
STRATEGIC OVERVIEW | 6

## The Landscape – Rotary post-polio



STRATEGIC OVERVIEW | 7

“Greatness is not a function of circumstance. Greatness, it turns out, is largely a matter of conscious choice, and discipline.”



*“If Rotary is to realize its proper destiny, it must be **evolutionary** at all times, **revolutionary** on occasions.”*

*Paul Harris, Founder of Rotary*



## Your story



Thorfinnson used to teach fast pitch softball. He had been in Rotary for about 12 years when he noticed that more attention was being given to build bathrooms for the boys baseball teams. When he had a chance to talk to the mayor and a councilman (who were both fellow Rotarians) over coffee following one of their Rotary club meetings, he advocated for a girls' toilet facility. Shortly thereafter the girls had their own toilet.

## Rotary USAID International H2O Alliance



This project was a parallel collaborative development whereby Rotary contributed USD\$ one million, USAID contributed USD\$ one million, and contributions from the Dominican Republic, Ghana and Madagascar were used to buy hardware. Analysis at the completion of the project was that more Rotary advocacy was needed and that one needed to “change the culture.” Gathering data to assess what was necessary for these water projects and asking what would be done to assure the future success of the project after RI was no longer directly involved (sustainability) was extremely important.



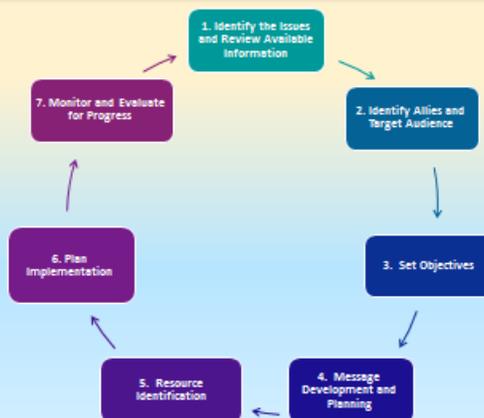
STRATEGIC OVERVIEW | 11

## Your network of Influence



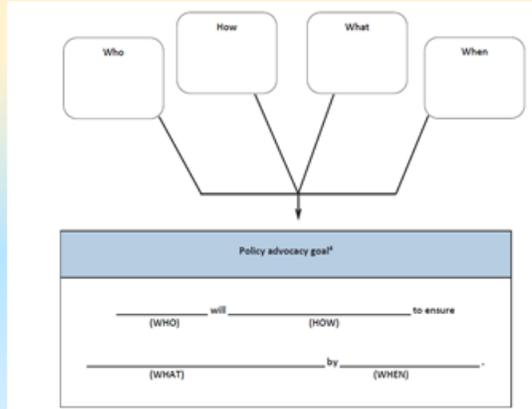
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## Advocacy Cycle



STRATEGIC OVERVIEW | 13

## We begin



Rotary

STRATEGIC OVERVIEW | 14

## Connecting the Networks of Influence



Rotary

STRATEGIC OVERVIEW | 15

## Training the Rotary world



Rotary

STRATEGIC OVERVIEW | 18

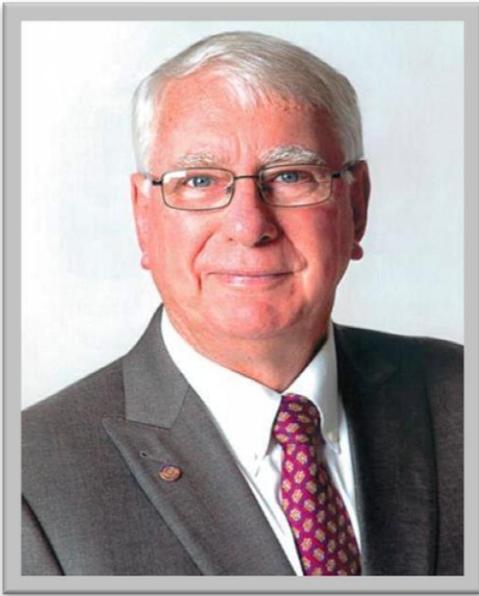
Utilizing the Advocacy Cycle (the WHO, WHAT, HOW and WHEN) you can begin to connect your Networks of Influence. For example, following a recent polio outbreak in Angola, which had stopped giving routine immunizations to children, the Brazilian government put pressure on the Angolan government and the immunization practices resumed.

Additionally, for training purposes, we need to appoint those who have the expertise, not where they are politically within the RI hierarchy

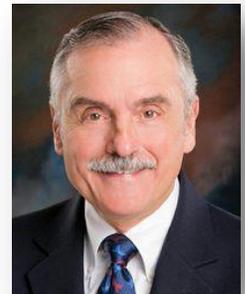
Q: can we have training sessions on Advocacy programmed during next year's POR? And could we have the same room allocation?

A: Cannot guarantee the room question, BUT the training question certainly could be implemented.

## Plenary Session XIV: Rotary International President-Nominee



PDG David Judge



Past Director Don Mebus

Following PDG **David Judge's** short introduction of PRID **Don Mebus**, aide to the President-Nominee, Don formally presented **Ian H.S. Riseley**, of the Rotary Club of Sandringham, Victoria, Australia, the RI president for 2017-2018.

Riseley says that meaningful partnerships with corporations and other organizations are crucial to Rotary's future.

"We have the programs and personnel and others have available resources," says Riseley. "Doing good in the world is everyone's goal. We must learn from the experience of the polio eradication program to maximize our public awareness exposure for future partnerships."

Riseley is a practicing accountant and principal of Ian Riseley and Co., which specializes in advising local and international businesses, and has a strong interest in international affairs. He received the AusAID Peacebuilder Award from the Australian government in 2002 in recognition of his work in Timor-Leste. He also received the Order of Australia medal in 2006 for service to the Australian community. "Governments see Rotary as positive representatives of a civil society," he says. "We should work with them to advocate for peace and conflict resolution, just as we are advocating for polio eradication."

A member since 1978, Riseley has served Rotary as treasurer, director, trustee, RI Board Executive Committee member, task force member, committee member and chair, and district governor. He is also a former member of the Australian Polio Eradication Private Sector Campaign and a recipient of The Rotary Foundation's Service Award for a Polio-Free World. He is currently Co-Chair for the 2016 Seoul Convention. He and his wife, Juliet, are Multiple Paul Harris Fellows, Major Donors, and Bequest Society members.

[edited, in part, from [www.rotary.org](http://www.rotary.org)]

“What does the future hold for Rotary International?” Ian asked. He stated that he will become the fifth RI President from Australia. Royce Abbey was the third and he promoted women in Rotary. “But the real heroes,” Riseley acknowledged, “were the members of the Duarte Rotary Club (California, USA) which had their charter withdrawn after accepting women into their club before it became the rule of the organization. The club continued to hold meetings on a regular basis until their charter was reinstated after women were formally allowed membership.”

The COL passed a USD\$1.00 increase in membership dues/year at the last COL April 2013. It appears as though another increase is necessary to assure our organization’s financial viability. The proposal for the 2019 COL need to be submitted promptly.

The Council on Legislation is an attempt at democracy and this basic fact should remain unchanged.

The method of becoming a Rotarian has remained unchanged for 110 years. Therefore, E-clubs offer the opportunity to open up our organization to people who, for whatever reason, cannot join a “regular” club. For this organization to remain viable we need **flexibility** in meeting styles.

We need to continue to have a strong Vision for Rotary. And we need to continually update the BOD’s Strategic Plan.

We need to protect our ethical standards; otherwise our organization is at peril.

Royce Abbey noted that we Rotarians need to maintain our sense of humor. PRIP James Lacy once said, “It’s been a good year if our head size and our belt size have remained unchanged!”

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Fin