

ROTARY LEADER



MEETING PLACE

How to get the most out of the Korea convention

TOP PRIORITY

WHO's head of polio eradication explains what's next

YOUNG LEADERS

Is your club Millennial friendly?

DISTRICT CORNER

Create a smooth leadership transition with a strong succession plan

A Pakistan father cradles his two-year-old child, who contracted polio, in his arms in a clinic in Bin Qasim in 2013. He had refused to allow vaccinators to immunize his child because he considered the polio workers as spies. Our effort to eradicate polio everywhere continues, and the urgency to raise funds for the effort remains.

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PRESIDENT'S MESSAGE



K.R. RAVINDRAN

The American president Theodore Roosevelt, an avid outdoorsman, often went camping with his friend, the naturalist William Beebe. The two of them used to sit under the open sky at night and search for a tiny blob of light near the constellation Pegasus. When they found it, they would chant together, "That is the spiral galaxy Andromeda. It is as large as our Milky Way. It is one of a hundred million galaxies. It consists of

one hundred billion suns, each larger than our sun." Then Roosevelt would say to Beebe, "Now I think we are small enough. Let's go to bed."

The perspective is certainly humbling. Yet, around the time of those camping trips, only a few hundred miles away, was born a child named Edward Lorenz, who grew up to become a distinguished mathematician and meteorologist. The work that he is perhaps most famous for today regards an idea he called the butterfly effect.

Lorenz said that the effect of conditions in an initial state on conditions in a later state is not linear. For those of us who are neither meteorologists nor mathematicians, that means that a very small influence on conditions now can have a tremendous impact on conditions later.

One flap of a butterfly's wing, he showed, has the power to influence a tornado on another continent. It does not bring the tornado into existence with that one flap, of course — but the influence of that flap, in a set of conditions, compounds over time until it does indeed have a real impact on how a tornado forms, what its trajectory will be, how strong it will be. In fact, that one flap — in just the right place, at just the right time — has the power to determine whether a tornado will occur at all.

And that is what each one of us has to balance, every day, in our own lives, and especially in our Rotary service. Knowing that we are nothing but a tiny speck in an immeasurably vast universe — and that, at the same time, we have the power to change the world.

MEETING PLACE

HOW TO GET THE MOST OUT OF THE KOREA CONVENTION

The Rotary Convention in Korea, 28 May-1 June, has something for everyone. With so many options for learning, networking, and exploring, even the most seasoned convention goer might feel a bit overwhelmed deciding what to do.

To help you get the most out of the Korea convention, we asked several people, including convention committee chairs and our new Convention Minute contributor — who happens to be Korean — for their tips.

You can also download the **convention app**. And find **more to see and do in Korea** on the convention website.



FLORIAN WACKERMANN

Co-chair, Rotaract and Interact Committee

Rotary conventions attended: 4

+ Be blown away by the **speakers!** Most of them have the power to share their experiences and successes in a way that makes you feel that all things are possible.

+ Hang out with new people. Go on sightseeing tours and attend events with attendees from around the world. Enjoy the spirit of friendship that fills the convention.

SANGKOO YUN

Chair, 2016 Korea Convention Host Organization Committee
Rotary conventions attended: 13

+ Invite friends and family to join you in the **3K Walk for Peace**. The walk will include surprise guests, photo opportunities, the Tree of Peace, dance

performances, and a Rotary photo exhibit.

+ Take part in the host committee tour of **Panmunjeom**, the Joint Security Area, for a unique look at Korea's history. The Joint Security Area is the only portion of the Demilitarized Zone separating North and South Korea where soldiers from both countries stand face to face. (The tour has limited space and you need to submit a copy of your passport three days before taking the tour.)

HYUN-JUNG LEE

Rotary International translator/interpreter and Convention Minute contributor
Rotary conventions attended: 3

+ Don't miss the **Welcome Festival** for your chance to see performances by K-pop stars and traditional Korean musical groups.



+ Explore **Insa-dong**, a neighborhood of small, interconnected streets filled with unique craft stores, tea houses, and restaurants.

IAN RISELEY

Co-chair, 2016 Seoul Convention Committee
Rotary conventions attended: 13

+ **Explore the palaces** in and around Seoul, such as Gyeongbok, to learn about Korea's culture and history.

+ Enjoy the delicious, nutritious, and affordable Korean food. Vegetarians will love a meatless version of bibimbap!

PURSuing POLIO ERADICATION IN PAKISTAN



In February, Michel Zaffran succeeded Dr. Hamid Jafari as director of polio eradication for the World Health Organization (WHO). Zaffran has spent more than two decades with WHO, most recently as coordinator of the Expanded Programme

on Immunization. He has also served as deputy executive secretary, in charge of technical and policy matters, with the Global Alliance for Vaccines and Immunization, known as Gavi. We asked Zaffran to discuss the status and outlook for the polio eradication campaign.



Q: Last year, only 73 cases of the wild poliovirus were reported, all within the two remaining endemic countries, Afghanistan and Pakistan. What progress do you expect to see in the coming year?

We are focusing our efforts on interrupting transmission of the poliovirus in Pakistan and Afghanistan this year while maintaining other activity in places it is needed. The density of the population in Pakistan and the movement of populations are such that if we really eradicate the wild poliovirus in Pakistan, it will probably not survive in Afghanistan. It will be a challenge, and it's going to be complicated, but we are doing everything we can, and the government of Pakistan

is fully committed to interrupting transmission this year.

Q: What is the greater legacy of the polio eradication program and why is it important to talk about it?

We already see what the legacy of the program has been in many countries that have eradicated the virus. Look at India, where many of the assets are being used to expand the routine immunization program to ensure that surveillance is not used only for polio but is used for other vaccine-

preventable diseases such as measles. Another very good example is what happened in Nigeria during the Ebola crisis: Polio assets provided the ability to do surveillance, to reach and identify where the cases were, and to contain the epidemic. Much of that was done by polio staff through emergency operations centers, ensuring that cases in Lagos did not spread out to many other places in Nigeria.

We need to make an effort — and Rotarians can contribute to this substantially — to ensure that the lessons learned through the polio eradication initiative, the laboratories established, the skills acquired, and the staff trained are not lost to public health but are transitioned to serve new public health challenges.



Health workers immunize children during National Immunization Days in Afghanistan in 2014

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Q: Why do we continue to need to raise money for polio eradication?

There are a significant number of countries in Africa and Asia that are still at risk, should anything happen — and we have seen it in the past — where the virus is imported from countries that are endemic. In addition, in rare cases, the weakened live virus in the oral poliovirus vaccine can revert to neurovirulence, circulate, and cause outbreaks. So even after we have stopped transmission of the poliovirus in Pakistan and Afghanistan, we will need to continue immunizing children and conducting surveillance in countries at risk, and globally, to ensure that we don't have any poliovirus circulating out there.

➔ [Learn how to advocate for polio eradication](#)



ENSURING A POLIO-FREE AFRICA:

How \$27.6 million in Rotary funding has been spent in Africa
(New funding announced in October 2015)

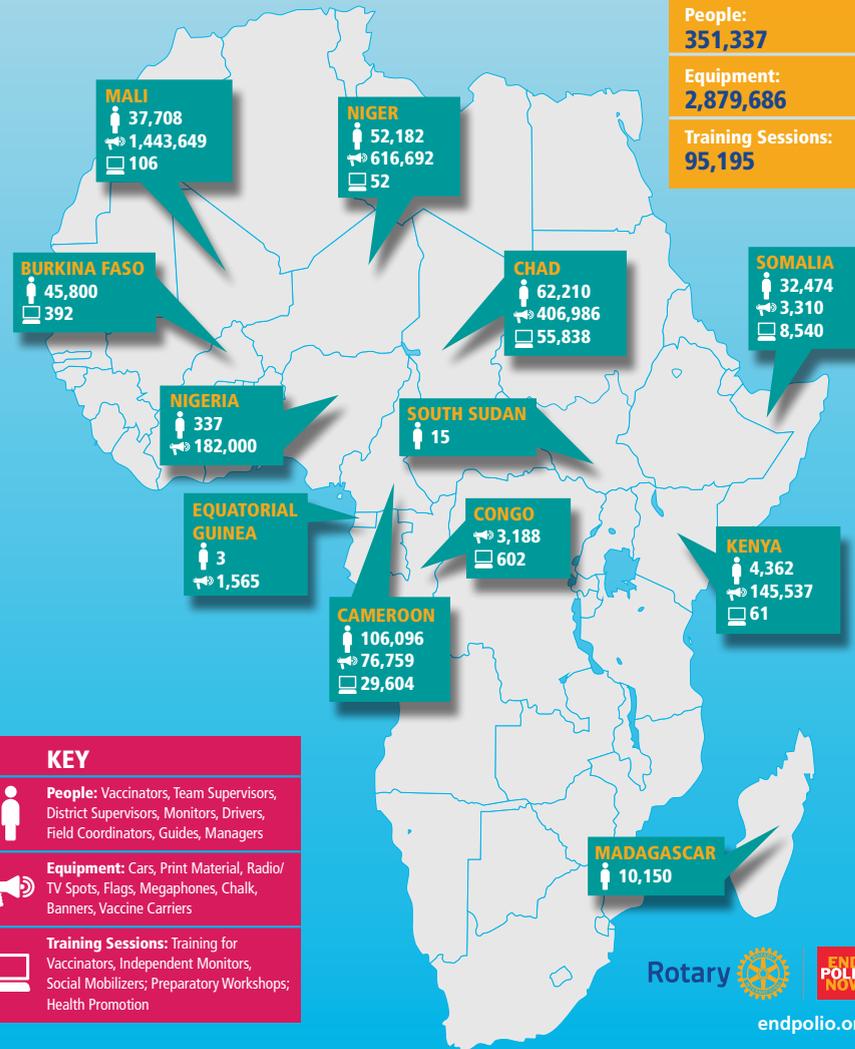
Grant funding supports immunization and surveillance activities implemented by partners UNICEF and the World Health Organization. To date, Rotary has contributed \$1.5 billion to fight polio.

WHAT DID OUR GRANTS FUND?

People:
351,337

Equipment:
2,879,686

Training Sessions:
95,195



KEY



People: Vaccinators, Team Supervisors, District Supervisors, Monitors, Drivers, Field Coordinators, Guides, Managers



Equipment: Cars, Print Material, Radio/TV Spots, Flags, Megaphones, Chalk, Banners, Vaccine Carriers



Training Sessions: Training for Vaccinators, Independent Monitors, Social Mobilizers; Preparatory Workshops; Health Promotion



WHY WE STILL NEED TO FUND POLIOPLUS

In January, the Board of Trustees approved \$35 million in grants to support the polio immunization activities of our implementing partners, the World Health Organization and UNICEF, in nine countries that are at high risk of polio outbreaks. This follows the release of \$27.6 million in October (see graphic to the left). Although we've made great strides toward eradicating polio worldwide — only two countries are still reporting cases caused by the wild poliovirus — large-scale immunization campaigns must continue in more than 30 high-risk countries in Africa and Asia in 2016. To enable them, we need long-standing Rotary donors to continue to give to PolioPlus, clubs to keep raising funds for the program, and members to push on in advocating for corporate and government contributions. It is not the time to shift our attention from this important goal. We have seen all too clearly how the poliovirus can cross from a country where it's endemic into a vulnerable country and create havoc. Recent gains are exciting, but the work is not yet finished.

DID YOU KNOW?

The **Rotary Club of Grand Cayman**, Cayman Islands, came up with a novel recruitment approach recently. After chatting with several members about their reluctance to talk to co-workers about Rotary, Gina McBryan suggested an idea that would do the talking for them. Her club partnered with several others to create a presentation — akin to a resource fair — that tells employees of members' businesses about the benefits of Rotary, and also showcases projects from the participating clubs. McBryan says the presentation already has resulted in several membership inquiries. If you have an innovative recruitment idea, be sure to share it in the **Membership Best Practices discussion group**.

Rotary Global Rewards, Rotary's member benefits program, now includes more than 200 offers from members around the world. You can also now access it from your smartphone using the Club Locator app available in the **Apple App Store** for iPhone and iPad users, **Google Play** for Android, or **Windows Phone Apps+Games** for Windows Phone.

Beginning with this year's Rotary Convention in Korea, Rotary plans a year of activities to highlight The Rotary Foundation's 100 years of service. To get in the celebratory spirit, order a copy of the commemorative book **"Doing Good in the World,"** a behind-the-scenes chronicle of the Foundation's rich history. Download our **centennial promotion kit**, and join us in celebrating this milestone.



Lead by example by making your gift to The Rotary Foundation before the end of the Rotary year in June. Your generous gift helps clubs address some of the world's most pressing needs.



Members of the **Rotary Club of Little Rock**, Arkansas, USA, shared their reasons for joining Rotary recently. **See what they had to say**, and encourage your members to share their story using **#RotaryStory**.

IS YOUR CLUB MILLENNIAL FRIENDLY?

With only 11 percent of Rotary members under age 40, the future of many clubs may depend on their success in recruiting Millennials.

Worldwide, there are about 2 billion Millennials — variously defined, but identified by the U.S. Census Bureau as people born between 1982 and 2000. And they have a great deal to offer Rotary. Having grown up in a time of rapid change, head-spinning technological advances, and expanding access to the world, Millennials are uniquely equipped to keep pace with global trends and to meet community needs.



They are also generous and willing to volunteer. According to a 2015 Millennial Impact Research Report from Achieve research agency, 84 percent of survey respondents had made a charitable donation the previous year, and 70 percent had spent time volunteering.

So how can you make your club more appealing to Millennials? The Millennials we asked cite three factors that are important to members of their generation.

LEADERSHIP OPPORTUNITIES

In the 2015 Millennial Impact Research Report, 77 percent of respondents said they would be more likely to volunteer if their talents and expertise could be used for the cause.

Emmanuel Rey, 31, who joined the Rotary Club of Villa Devoto, Argentina, reflects that attitude. He says that members of his



generation don't want to sit on the sidelines when they join a club. They want to “do Rotary more than be Rotary.”

A year after becoming a Rotarian, Rey was appointed his district's Rotaract chair. As a past member of Rotaract, Rey says the position was a natural fit.

“Undoubtedly, the opportunity they gave me improved my position in Rotary and my club experience,” he says. “Members my age join Rotary to do things for our community and for personal development. I think clubs that put young people in positions of responsibility early on in their membership open the door for us to contribute, but also make their club more well-rounded. It's a win-win.”

AFFORDABILITY

Karthik Kittu joined the Rotary Club of Bangalore Southwest, in Karnataka, India, because the dues were reasonable. Kittu, 33, says that after almost 12 years of being a Rotaractor, he was excited at the prospect of becoming a Rotary member, but found that a lot of clubs in his area were simply too expensive.

“People my age are at the beginning of their careers and don't necessarily make a lot of money. We're starting families and buying homes. Disposable income isn't always there for us,” Kittu says.

FAMILY ENGAGEMENT

Every fourth meeting, Kittu's club hosts family night; spouses and children come for dinner, to play games, and to join in club activities. “Involving a member's family in the club makes Rotary more inclusive,” Kittu says. “I think inclusiveness is important to Millennials. We want to share our experiences with others.”

Ultimately, Kittu says, Millennials want to change lives, see tangible results from their work, and create a wide network of friends and business connections. Rotary is a perfect platform to do that, but it's up to clubs to adapt in order to attract this generation.

➔ [See more about Millennials in the May issue of The Rotarian.](#)



CONFESSIONS OF A FORMER PR DIRECTOR



Roger Norman is a member of the Rotary Club of Turrumurra, New South Wales, Australia, and a past chair of the club's public relations committee.

It all started when I was elected chair of my club's public relations committee. My mind was racing with questions, such as: What am I going to do? How am I going to do it? What should I promote about our club? To make matters worse, I didn't have any answers.

Panic didn't set in until the district conference rolled around, followed by the district assembly, and finally a training workshop for PR directors. It suddenly hit me that pretty soon, my fellow club members were going to look to me to be the "expert" and inject that extra something.

After four years in the role, I may not have become an expert, but I did at least overcome my panic. Here's my advice to new public relations chairs:



A PICTURE IS WORTH A THOUSAND WORDS

We've all heard the saying, so put it into practice by using your camera.

- + Take photos of every club activity, no matter what, and get others to help.
- + Take a photo of every guest speaker.
- + Put a photo of last week's speaker in your bulletin. For those who didn't attend the meeting, it helps to put a face on the topic.

- + Use the photos to add value and impact on your website and social media.



IT'S ALL ABOUT EXPOSURE

Use the minimum amount of words for the maximum effect.

- + Learn key points about Rotary and use them when speaking in public.
- + If your club has street banners or signs, use them at community events. Check the **Brand Center** for sample banners.

- + Keep an eye out for opportunities to promote your club around town. Our club placed a Rotary sign at the entrance to a local shopping plaza, and it costs us nothing.



Have pamphlets, fliers, and booklets on hand to give to prospective members at community events.



Get members to wear club shirts during community events.



PUBLIC IMAGE AND SERVICE GO HAND IN HAND

Work with your club's project committee to make sure the club gets credit for the good it does in your community.



Take an interest in all of your club's projects and activities.



Attend the events and take a lot of photos.



Share your club's service projects with local media.



Use social media to promote awareness of club activities.

If you get to the point where everyone seems to want you involved in everything, you're probably doing a great job.

SUBMIT

15 May

To submit applications for 2015-16 district grants.

30 June

To submit nominations for **The Rotary Foundation Distinguished Service Award**. For zones to submit nominations for the **Rotary Global Alumni Service to Humanity Award**. For zones to submit nominations for the **Rotary Alumni Association of the Year Award**.

1 July

For districts to submit endorsed **Rotary Peace Fellow applications** to The Rotary Foundation.

ATTEND

6 May

To register for Host Organization Committee **preconvention tours** for the 2016 Rotary Convention in Korea.

19 May

To register for Host Organization Committee **postconvention tours**.

1 June

For online registration for the Korea convention; last day for cancellations due to visa denial.

CONTRIBUTE

30 June

To make your gift to The Rotary Foundation for the 2015-16 Rotary year.

For districts to contribute 2015-16 District Designated Funds to PolioPlus.

NOTICES

Club presidents, remember to check progress toward the goals you set in **Rotary Club Central**.

Club membership changes must be recorded on the website by the end of day on 1 July to be reflected in the July club invoice. Go to the **Club Administration page** to update your information.

PASSING THE BATON

A strong succession plan ensures that your impact as a leader will continue beyond your term.

During your year in office, you've developed strategies for achieving your goals. But as 1 July approaches, your impact on your club, district, and zone will be enhanced if you focus less on the achievements you've made and more on working with your successors — as well as your predecessor — to build on long-term goals included in a multiyear strategic plan.

By taking this approach, you can create a smooth and simple transition.

Here's advice from several leaders, based on their own experiences:

Peter Roaf, president of the Rotary Club of Ladner, British Columbia, Canada, says his first transition step was to meet with the president-elect and the president-designate to develop next year's slate of officers. He also involved his successor early on in decision making, correspondence, and discussions, and has provided opportunities for this person to chair club and board meetings.

"I regard my successor with respect, as not just somebody who needs to be trained but as a wise and experienced leader who has a considerable contribution to make in leading the club," Roaf says. "That collaborative work involves not only the president-elect but the president-designate and past president. As we work our way through year two of a five-year strategy, my successors and predecessor [and I] are, in effect, a strategic leadership team with a shared vision, prepared to keep a focus on the momentum needed to achieve what we planned by the end of five years."

Marty Helman, a past governor of District 7780 (parts of Maine and New Hampshire, USA), said club visioning and other programs that promote continuity and strategic planning have been helpful to clubs in her area.

"It's not a silver bullet, because there's a long way from planning to implementation," she says. "But it does provide a way for a club to come up with a three-year plan that includes the ideas of everyone in the room."

Inger-Britt Zeiner, a Rotary public image coordinator from Norway, involved incoming coordinator Leif Fritsdal of Denmark early on, co-hosting virtual and face-to-face meetings with all the coordinators in zones 15 and 16. Zeiner says it's been important to work side by side in selecting Fritsdal's assistants, to ensure team continuity.

SOME ADDITIONAL SUCCESSION PLANNING TIPS:

- + Conduct "on-the-job" training for incoming leaders at least one month before the start of their term.
- + Be sure you've kept your goal information current in Rotary Club Central, and discuss the goals with your successor, focusing on your club's progress to date and how it can advance.
- + Give your successor a summary, in person as well as in writing, of your year's work responsibilities and challenges.
- + Be available throughout the following year to answer your successor's questions.
- + Meet with your successor and the next year's officeholder to advance a multiyear approach to goal-setting.

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