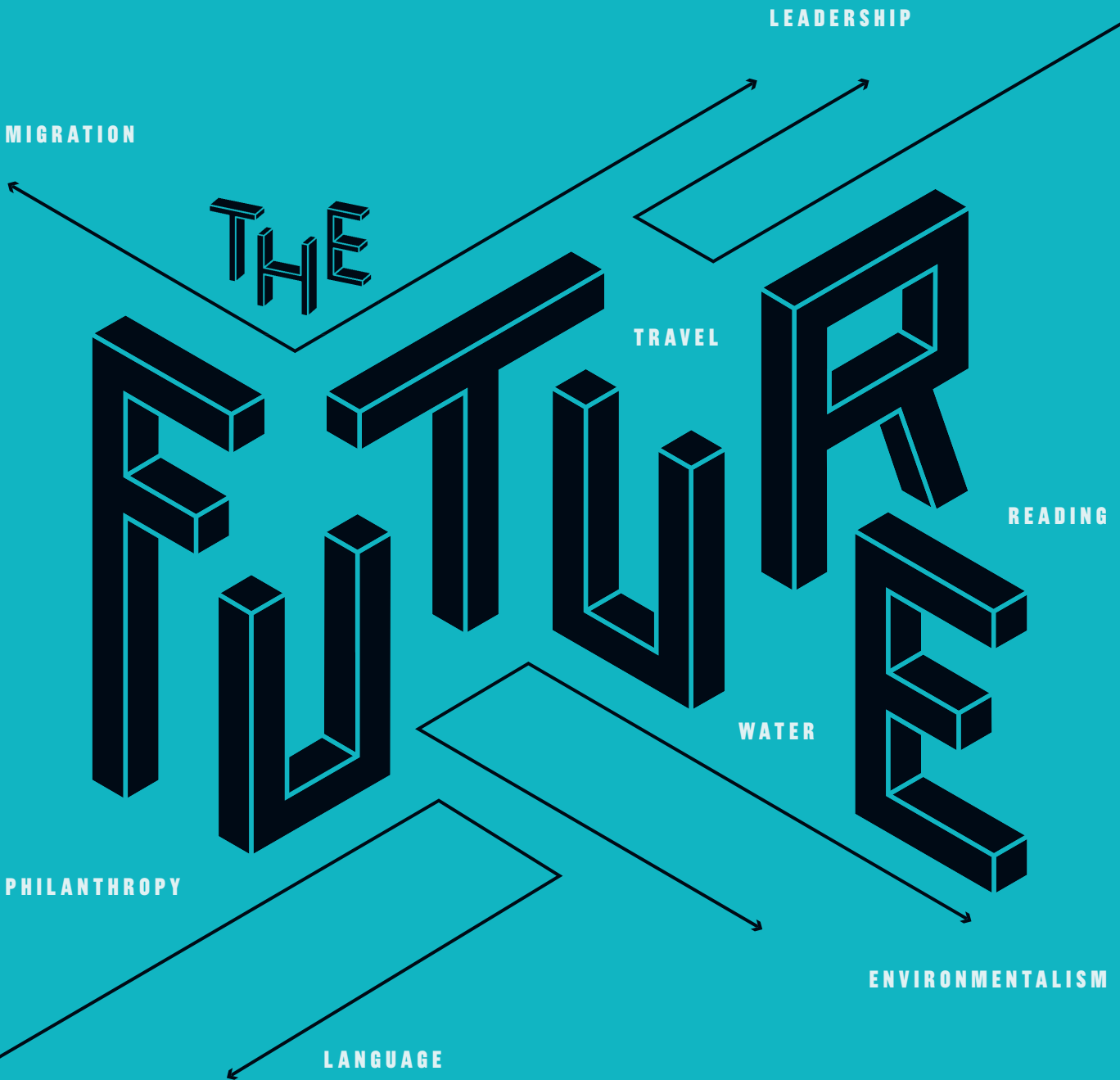
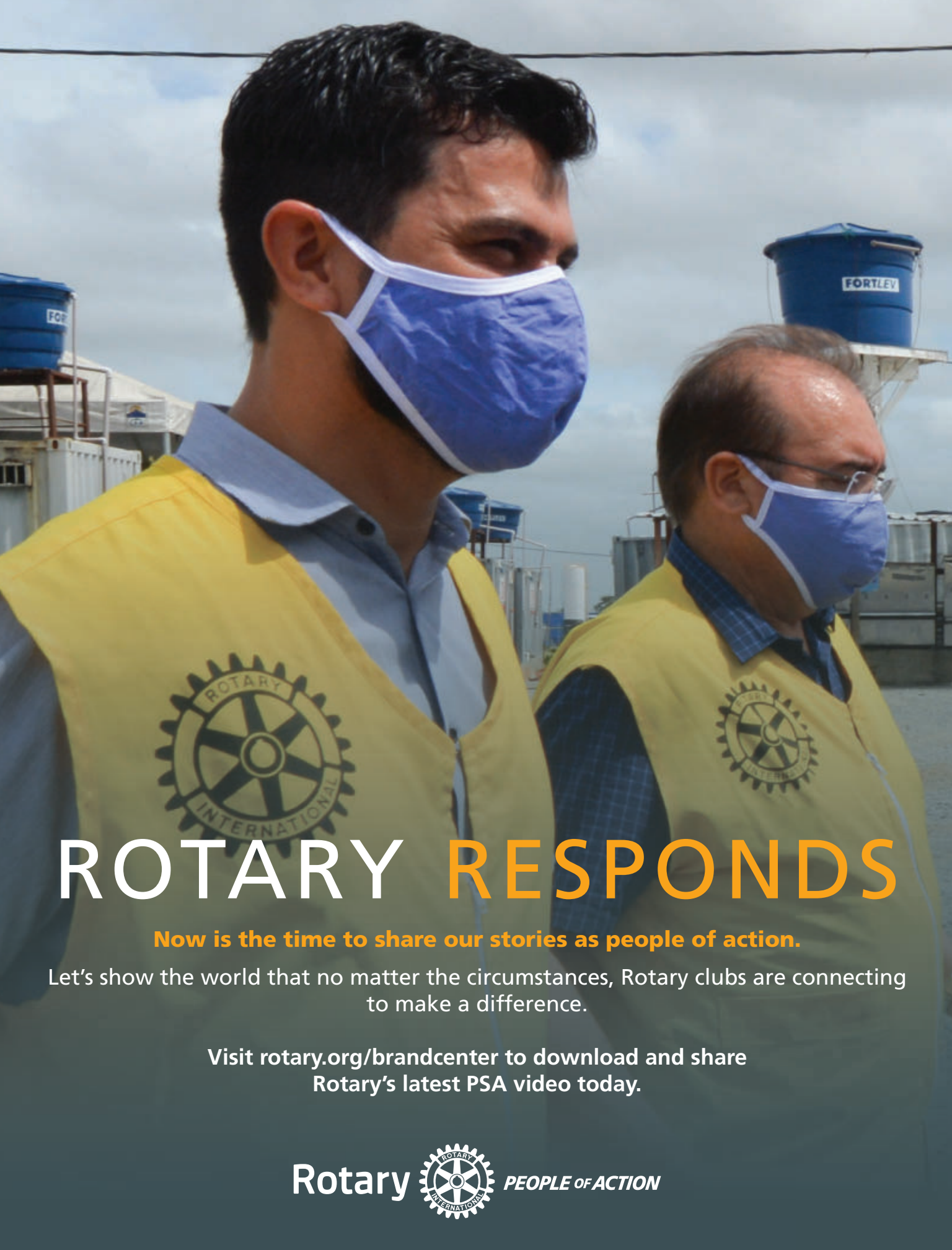


ROTARY

January 2021

110th
ANNIVERSARY ISSUE





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JANUARY IS FINALLY HERE. AS we look forward to 2021, our thinking doesn't have to stop at the end of these 365 days. Are you thinking ahead about what you will be doing in 2022, 2023, and beyond?

We cannot foresee the future, but we can steer ourselves where we want to go. I think it is important that every Rotary club hold a strategic meeting at least once a year. Past RI Director Greg Yank, who has a lot of experience working with clubs on their plans, shares his viewpoint.

A famous aphorism states, "By failing to prepare, you are preparing to fail." Planning is essential to achieving success in all areas of life, including Rotary, and we're getting better at it every year.

Strategic planning for Rotary clubs works. I have helped many clubs find that pathway by working with them to build what I call a blueprint, a multiyear plan that answers the fundamental question: "What is our vision for our club?" The best plans I have seen are those that are focused, when a club concentrates its resources on the best opportunities it has. Your Rotary club cannot be all things to its members and to the community it serves; it has limited human, financial, and time resources. A successful plan factors in assets and limitations to chart the desired pathway for your members.

Begin building a multiyear strategic plan by brainstorming with your club, asking, "What are our initiatives and priorities for the next two to three years?" Document your answers using action-oriented language that is specific, concrete, and measurable about the goals you want to achieve.

Next, narrow down your initiatives to a core set of three to five priorities. Your club will then develop specific

objectives for each initiative, outlining who will be involved, key milestones of achievement, how progress will be tracked, and a timeline for completion. Keep your plan short and simple.

Then go out and do it. Review the progress you make toward accomplishing the initiatives, and revise as needed at least once a year. Rotary has a solid template to assist clubs in their planning, which you can find at my.rotary.org/document/strategic-planning-guide.

We want to enrich and enliven our clubs with new discussions and ideas. But how do we attract the diverse professionals, from different backgrounds, ages, and experiences, who are all driven by as strong a sense of integrity as we are?

Through strategic planning, we explore this question to define the very nature of our club and the value it offers to its members and to the community. Each club is different, and each club's value will be unique. During the planning process, clubs may also find that some of the activities they used to do are no longer relevant or attractive.

Once your club makes a strategic plan, it's time to take action and carry out the necessary changes. When we do that — as we engage members in vibrant and active clubs that not only have fun but also serve their communities with projects that have real and lasting impact — our clubs grow stronger. And when we discover what makes our own clubs unique and build upon those core values in all our efforts, *Rotary Opens Opportunities* to enrich the lives of everyone.

HOLGER KNAACK

President, Rotary International



Greg Yank
2017-19 Rotary
International director



WELCOME



YOU ARE HERE: La Jolla, California

THE CITY: Famed for its scenic coastline, La Jolla — a community in the city of San Diego — is home to the University of California, San Diego. It also has a long history as an arts hub, with famous residents who have included Gregory Peck, a native who returned to co-found the La Jolla Playhouse in 1947, and Theodor “Dr. Seuss” Geisel.

THE CLUBS: Planning a trip to the area? You could visit the Rotary Club of La Jolla (Tuesdays at noon), the Rotary Club of La Jolla Golden Triangle (Fridays at 7 a.m.), the Rotary Club of La Jolla Sunrise (Thursdays at 6:58 a.m.), the Rotary Club of San Diego Coastal (Wednesdays at 6 p.m.), or the Rotary Club of Torrey Pines (La Jolla) (Wednesdays at noon).

THE SURF: The Ellen Browning Scripps Memorial Pier, pictured here, is part of UC San Diego’s Scripps Institution of Oceanography, a world-renowned research center.

THE PHOTOGRAPHER: Keith Marsh, Rotary E-Club of Silicon Valley, California (and one of the winners in our 2016 photo awards)

ROTARY

January 2021

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Ten years ago, on the occasion of this magazine's 100th year in print, the editors looked back at its achievements in a special centennial issue. For our 110th anniversary, we're looking ahead — at the future of philanthropy, peace, water, reading, travel, language, environmentalism, leadership, entrepreneurship, migration, and the past itself.

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illustration by
Aubrey Pohl

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“Laughter always gets more laughter. Even with people we are meeting for the first time, it creates bonding.”

— Bala Murthy

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Dionne Harris



Mark Balla

WHILE IN INDIA for work in 2012, Mark Balla struck up a conversation on a train with two students from the University of Mumbai who lived in Dharavi, the slum made famous in the movie *Slumdog Millionaire*. Balla visited them there, and the young men took him to a school, where he saw boys of all ages but no older girls. “The school had no toilets and no teenage girls,” he says. “They had all dropped out.”

Balla, the 2020-21 president of the Rotary Club of Box Hill Central, Australia, and vice chair of the WASH Rotary Action Group, learned that this situation was common in India, and he made it his mission to do something about it. Today, the projects he has been involved with to provide toilet facilities in schools have improved the lives of close to 100,000 children. He hosts a podcast, *The Smallest Room*, and has written a book, *Toilet Warrior*, about his experiences. Read more about Balla in the May 2020 issue of *Rotary News*, the Rotary regional magazine for India, at on.rotary.org/Balla.

— DIANA SCHOBERG

Read about best practices for sanitation projects on page 14.

Illustration by Viktor Miller Gausa

THE LAST TIME I wrote an editor's note about this magazine's history was for our 100th anniversary in January 2011. I had been with Rotary for about two years when we geared up to work on the 128-page special issue, for which we mined the magazine's archives and presented an annotated anthology of a century of achievements. That issue even caught the attention of the *New York Times*, which called it a "tour de force."

Ten years ago, I began that note by remarking on how few magazines could claim an uninterrupted 100-year history. Even fewer can boast the 110-year run that we celebrate with this issue.

Since we turned 100, we have not rested on our laurels. In addition to bringing you engaging, well-researched, thoughtfully edited stories inventively packaged with amazing photography and illustrations, we've experimented with different ways to get our message across to regular readers as well as potential new members. We've brought in well-known photographers including Steve McCurry, Stephanie Sinclair, and Damon Winter to judge our photo awards and advise our readers on how to get that shot. In 2016, we launched our annual What It's Like feature to bring you the sometimes harrowing, sometimes moving, but always incredible first-person stories of your fellow Rotary members. (This feature will return next January; if you have a story of your own, or know a member or program alum who does, let us know at magazine@rotary.org.) And to keep this magazine fresh and interesting, we've undergone two redesigns in recent years, unveiling the most recent in September. Along the way, we've always looked to Rotary members, whose work, enthusiasm, and thoughtful responses inspire and motivate us.

In the past 10 years, this magazine has garnered more than its share of awards for excellence, including top honors from the National Magazine Awards for our covers. *Rotary* is one of the best magazines serving the not-for-profit world. I remember one ceremony where we won 11 awards. It was a privilege to walk past two tables of *Time* executives, who perhaps were wondering, what is this magazine? By the 11th trip, they had gotten a very good idea of what Rotary is and what its members do.

As I was going through airport security on my way home from another event, a TSA inspector pulled me out of line after my bag containing a half-dozen brass awards made the alarms sing. He seemed impressed when he saw them but chastised me for not arranging for the rest of the staff to attend the ceremony. He had an excellent point. I invite you to look at our masthead, which lists the people who are responsible for this magazine's outsize success and whose love of their work is reflected in these pages. They inspire and amuse one another and spark one another's creativity while challenging themselves to make each issue better than the last. Every day, I'm proud to work with them to bring Rotary's work to life for you. Here's to another 110 fantastic years.

JOHN REZEK

Editor in chief

Over the years, we've always looked to Rotary members, whose work, enthusiasm, and thoughtful responses inspire and motivate us.

Letters to the editor



SMILE!

One of the many blessings we've been given is the cuteness of kids. I defy anyone to look at October's cover and not break out in a grin. Wonderful! Kudos to the photographer, Andrew Esiebo. — **Christopher B. "Kit" Sprague, Claremore, Oklahoma**

MONARCH JOURNEY

I read with great delight the article by Frank Bures on the "Butterfly Effect" [October]. I had no idea that so many Rotarians were involved in protecting the monarch butterfly!

In fall 2019, a team of runners, filmmakers, and pollinator advocates followed the migration of the mon-



arch butterfly by running the same route they take on their migration from southern Ontario to the Sierra Madre in Mexico. This 2,670-mile journey took us 47 days to complete, and it was one of the most incredible experiences of my life.

Participants in the Monarch Ultra ran to raise awareness of monarch butterflies, which make

their migratory journey every year and whose populations are in steep decline.

The Rotary Club of Peterborough Kawartha, Ontario, was one of the biggest sponsors and supporters of this project. Many other Rotary clubs in Canada, Mexico, and the United States supported us along the way by providing us with accommodation, food, and moral support. Perhaps there is an opportunity for collaboration in the future: We are planning to host the Monarch Ultra again next fall! — **Carlotta James, Peterborough, Ontario**

A BIRD IN THE HAND

As a founding member of the International Fellowship of Bird-watching Rotarians — which got its start in 1991 at the Rotary International Convention in Mexico City — I wanted to thank you for recognizing it in the Sep-

tember issue [“Flocking Together”]. Birding is an international pursuit, which fits in with Rotary very well.

— **Richard Tafel, Corbeil, Ontario**



Parrots and hummingbirds and owls, oh my! As a member of the bird-watching fellowship, I thank you for profiling our group. With millions of birdwatchers worldwide, I’m sure there are a few within the Rotary ranks who would be interested in comparing and sharing observations. — **Debora Soutar, Chilliwack, British Columbia**



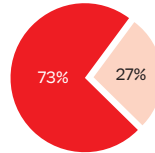
▲ Rotarians in Minnesota and Wisconsin, including Marlene Gargulak, have been working to protect monarch butterfly habitat since 2015.

Overheard on social media

In our September issue, we interviewed architect Jeanne Gang. On Instagram, we polled you about architecture and sustainability.

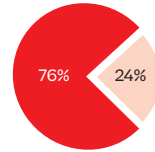
Would you rather live in a ... ?

- House
- Skyscraper



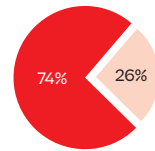
Which do you prefer in green design?

- Rooftop garden
- Reclaimed wood



In a historic site, would you rather ... ?

- Preserve it
- Renovate it



Check out Rotary International's Instagram story on **13 January** for an interactive poll about online events.

FORWARD

Follow us to get updates, share stories with your networks, and tell us what you think.

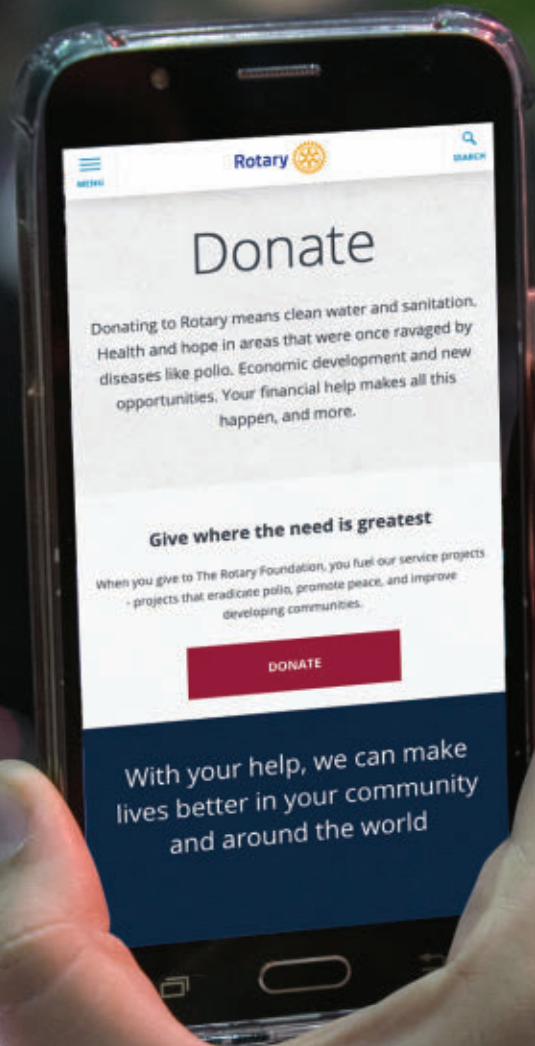
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THE SPECIALIST

Centered self

Yoga instructor teaches the power of breathing and laughing

The best way to learn is to teach. In my business and in my previous work as an engineer at General Motors, that was part of my approach. When I became focused on learning yoga, I thought it would be good to learn not only the asanas, or postures, but why we do them, and that’s when I started training to become a yoga instructor.

People think you have to wear Lululemon pants. There is so much more beyond that. Especially in the Western world — but it’s also true in the Eastern world — there are myths about yoga. Rotary clubs started saying, “Why don’t you come and show us a little bit about what this is all about?” I break down the cultural barriers about what yoga is not and what yoga is.

Bala Murthy
Rotary Club of
Troy, Michigan
Chair, Global
Yoga and
Meditation
Fellowship

The first thing I ask is, “How many of us want to be happy?” Everybody raises their hand. “How many want to get rid of stress?” All of them raise their hand. A couple of times a day, I’ll go in the backyard and sit there for five minutes and meditate. I’ve checked my pulse, and it goes down. It doesn’t require any special clothing or any type of training. You close your eyes and smile. Don’t do anything; just observe your breathing.

I thought, why not create a circle of excellence within Rotary? How can we leverage the power of meditation and yoga into other things like peace, conflict resolution, just getting along with people? I was the founding secretary for Rotary’s Global Yoga and Meditation Fellowship.

I practice laughter yoga. You wake up in the morning, stand in front of the mirror, put your arms out, lean back and stick your belly out, and laugh as loud as possible for one to two minutes. It is not only about relaxing, but also about creating a positive mood. Laughter creates a lot of endorphins. Laughter always gets more laughter. Even with people we are meeting for the first time, it creates bonding.

— AS TOLD TO DIANA SCHOBERG

WHAT WOULD YOU DO?

Lights, camera, wait a minute!

DURING YOUR ONLINE club meetings, members have been sharing personal stories of life during the COVID-19 pandemic and discussing ways the club can help the local community. Club leaders have decided to record and share these meetings on social media and on the club's website as a way to promote Rotary and attract new members. You don't feel comfortable with the meetings being recorded and shared, particularly because of the personal information that members discuss. What would you do?

Privacy has become an increasing concern to people around the world. I am not an attorney, nor am I giving legal advice, but in some U.S. states, it would violate the law to record video of a conversation without

the participants' explicit consent. Using a person's image, likeness, voice, etc., without their explicit permission for promotional purposes is also likely to be illegal in many situations. Most important, it violates the spirit of The Four-Way Test.

It would be far better to ask members to submit video testimonials on how the friendships made in Rotary have helped them through the pandemic, and how giving back has made all the difference in their lives. These would also be far more interesting to potential Rotarians than a long video of people they don't know. — **Lynne McNamee, Rotary Club of Plano East, Texas**

We've talked about this quandary in our club — regarding not only social media, but also the other ways we promote our club in the community. At the moment, we are

Next question

Your club hosts a fundraiser for scholarships for local high school students who plan to pursue peace studies. After the event, an organization asks for the club's support for several students who are refugees attending the same school and whose families are struggling to pay for basic expenses such as meals and books. After some discussion, your club decides to support the refugee students with the money from the fundraiser. But you're not sure whether using the money that way fulfills the donors' intent.

What would you do? Tell us at magazine@rotary.org.

only capturing the primary presentations at our weekly meetings, and we have been reserved about sharing them with people outside our membership.

What I would do in this situation is to plan the recording in advance, letting all attendees know that the whole meeting will be recorded and that they should participate only if they feel comfortable with the recording being used in this way. Personally, I believe Rotary is at its best when it is transparent and welcoming, but I understand others may resist appearing in such a public way. — **Carl Dierschow, Rotary Club of Fort Collins (Foothills), Colorado**

In the past we have occasionally recorded our Zoom meetings, usually because there was not a note-taker present. It raised questions about the privacy of what was being said; about the fact that those who joined after the announcement was made about recording it might not know the meeting was being recorded; and about whether people would be as open as they normally are in their comments if they knew they were being recorded.

We decided not to record the meetings and that, if needed, meeting notes could be written up afterward from memory. — **John A. Clarke, Rotary Club of Picton, Ontario**



Illustration by Ben Wiseman

PROVIDING CLEAN WATER AND SANITATION

One step at a time

When it comes to changing behavior, there is such a thing as being too ambitious

IN MANY REMOTE PLACES, toilets that are connected to sewers or septic tanks are the exception, not the rule. In those areas, toilets that operate without water seem like an ideal solution. So-called dry, or urine-diverting, toilets feature two or three holes: one for urinating, one for defecating, and, in some models, one for washing. They don't cost much to operate, and they don't smell. And both the urine and the solid waste can be treated and used as fertilizer. What's not to like?

But when a group of Rotary members tried to bring these toilets

Part of the problem was that the project made too ambitious a leap. One tool that could help is the sanitation ladder, a graphic representation of levels of sanitation service that might exist in a community. "It helps you visualize the progressive steps to take to raise up a community from having absolutely no services to having the highest quality and most reliable services," says Erica Gwynn, the WASH area of focus manager for The Rotary Foundation. Developed by the World Health Organization/UNICEF Joint Monitoring Programme for Water Supply, Sanitation, and Hy-

"The sanitation ladder helps you visualize the progressive steps to take to raise up a community from having absolutely no services to having the highest quality and most reliable services."

to a remote island in Indonesia, the community wasn't ready for technology that the Rotarians thought of as no-frills, but the intended recipients saw as overly complicated. "The community didn't want it, and in fact the project had to be redesigned. It cost the project a couple of years," says Mark Balla, president of the Rotary Club of Box Hill Central, Australia, and vice chair of the Water, Sanitation, and Hygiene (WASH) Rotary Action Group. "People thought it was a great idea but didn't think about the cultural appropriateness. That's so important when developing a project."

giene, the sanitation ladder concept can help Rotary clubs design a needs assessment, understand a community's sanitation level, and set goals for a project.

The United Nations Sustainable Development Goals, which were adopted by UN member states in 2015 as a blueprint to a sustainable future, include the ambitious target of providing universal access to safely managed water and sanitation services by 2030. The target is easier to reach if sanitation services are assessed in gradations, rather than simply labeled as unimproved or improved. And the standard, well-defined service levels

Rotary members are helping improve sanitation in schools in Ghana (opposite) through a partnership with the U.S. Agency for International Development (USAID). The partnership combines the business skills and local community leadership of Rotarian volunteers with the technical expertise of USAID.

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Polio warrior

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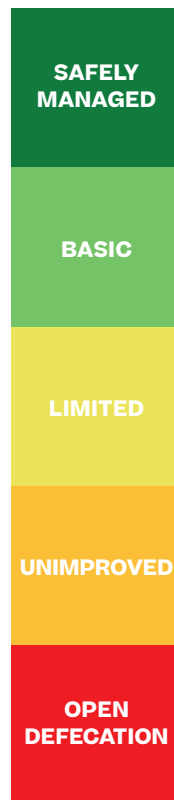
Diversity, equity, and inclusion

26

It was a very good year



Sanitation ladder



really contained — it’s temporarily contained,” Gwynn says.

At the next step up the ladder are latrines that are shared among households; on this rung, facilities are designated as “limited.” This is an improvement over the two previous steps, but shared facilities are often detached from homes, which can lead families to feel less ownership and responsibility for maintaining the latrine. “It ends up filling up quicker, or sometimes one family can’t afford to pay to empty the latrine,” Gwynn says. “Often, we see long-term management of these facilities that is not optimal.”

“Basic” facilities, the next step up, include improved facilities that are not shared with another household. This goal looks at safety as well as access: latrines with lined pits that help minimize the spread of fecal matter and safe platforms such as concrete slabs that users can stand on without the risk of falling in.

At the top rung on the sanitation ladder, and the target of the sanitation-related Sustainable Development Goal, are “safely managed” facilities. At this level, not only does a household have access to its own toilet, but the waste is safely collected and treated. “Now we’re talking about the full cycle of what happens to your feces,” Gwynn says. Safely managed facilities solve many of the problems caused by shared facilities such as a pit latrine in a slum. That pit latrine may be lined and have a nice slab on it. But it fills up fast, and the way the waste is collected and disposed of is unsafe — somebody has to go into the hole and bring the waste out, and then it is dumped into a nearby river.

—
The sanitation ladder shows the gradual steps communities may take in improving their facilities.

described on the sanitation ladder make it easier to compare progress in different countries.

At the bottom rung of the sanitation ladder is open defecation, whether it takes place in a field, forest, body of water, or other outdoor area. “A rainstorm is going to carry those feces across a wider range of space,” Gwynn says, “and with that comes the transmission of diseases.” Every two minutes, somewhere in the world, a child under five dies as a result of poor sanitation, poor hygiene, or unsafe drinking water.

“The impact of being at that bottom rung is drastic,” Balla says. On a

business trip to India in 2012, he saw how the level of sanitation facilities can have all sorts of impacts beyond disease transmission, including contributing to educational disparities for girls, who may leave school when they reach their teens if there are no toilet facilities. (See page 7 for more about Balla’s work to provide toilets for schoolchildren.)

One step up is “unimproved” — that’s the disposal of feces in a pit or bucket. It’s more contained, but an unlined pit is still in contact with soil, and a heavy rainstorm will transmit diseases. And poop in a bucket has to be emptied somewhere. “It’s not

“How are we protecting anybody any differently than if we did open defecation?” she asks.

Balla and Gwynn stress the importance of a needs assessment — a step that is required by The Rotary Foundation for any global grant application — to determine where a community lands on the sanitation ladder and where residents aspire to be. The community needs to drive the project in order to arrive at the most sustainable solution.

While the Foundation will not fund projects on the “unimproved” rung of the ladder, Rotary clubs that are interested in doing sanitation projects should be wary of jumping

too many steps at a time. “We don’t always have to aim for the ultimate rung on the ladder, which is ‘safely managed,’” Gwynn says, although she notes that the final goal is to get there. “But sometimes it’s much more feasible and affordable to go one or two rungs up the ladder at a time. Behavior change is very difficult if you take too big of a jump.”

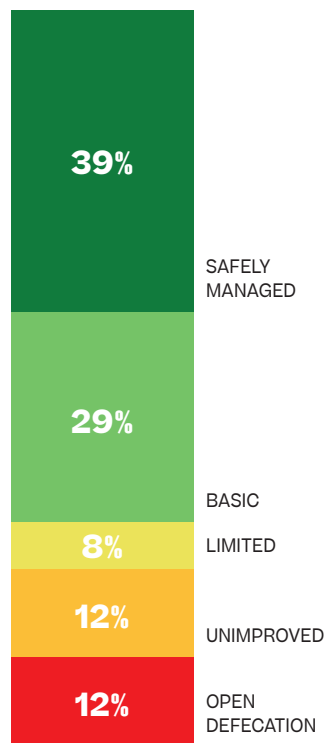
Balla also advises against chasing perfection. “Even in the United States, your toilet gets blocked sometimes. Perfection doesn’t exist,” he says. “It’s about continuous improvement. If you chase perfection, you’ll never start your project.”

— DIANA SCHOBERG



About 950 million people worldwide practice open defecation; the resulting contamination of water, soil, and food is a major cause of diarrhea, one of the leading killers of children under five.

Globally, two out of five people used safely managed sanitation services in 2015



Short takes

The Literacy Rotary Action Group co-hosted a series of webinars in 2020 with the charity Save the Children.



Rotary and Rotaract clubs around the world participated in a virtual World Project Fair from 23 October to 7 November, organized by Zones 17, 25, 28, and 29.



PROFILE

Multimedia messenger

From pins to social media, this polio activist gets the word out any way she can

Jeoma Pearl Okoro

Rotary Club of Port Harcourt, Nigeria

JEOMA PEARL OKORO'S laser focus on the End Polio Now campaign means no one is exempt from her determination to spread the word about eradication. Once when she saw Past RI President Barry Rassin at an event and noticed he wasn't wearing an End Polio Now pin, she didn't hesitate to bring it up. "I said, 'President Rassin, please, can you do me a favor? Wear your polio pin. That is a way to be an inspiration. I'll send you one,'" Okoro recalls.

Okoro, who served as 2015-16 governor of District 9140, was recognized in 2020 by the Global Polio Eradication Initiative as one of five notable women in Rotary who are leading the fight against polio. Her campaign to raise awareness contributed to the elimination of the wild poliovirus in Nigeria. "You can only but imagine how fulfilling it was for me when the World Health Organization declared the African region free of wild poliovirus," Okoro says.

She approached the campaign from multiple fronts, sharing photos on Facebook when she gave someone a pin, posting about immunization outreach events, and awarding trophies to clubs that gave the most to End Polio Now or came up with the most sensational or creative outreach efforts.

Okoro was an End Polio Now coordinator until last June, and she still serves on the Nigeria PolioPlus Committee. She's also the country coordinator of the World's Greatest Meal to Help End Polio, an initiative that encourages people to make a meal — whether a small dinner party or a large community event — into an occasion to raise funds to end polio. "I will continue until polio is eradicated from the face of the earth," she says.

— NIKKI KALLIO

In October, three Rotarians in India were selected as winners of the HealthCare Heroes Award, sponsored by New Delhi-based media organization Jagran New Media.



In September, the number of people who have used the Learning Center at Rotary.org since its launch in 2018 reached 100,000.

Nominations for the 2020-21 Rotaract Outstanding Project Awards are open. Submit your club or district project by 1 February at on.rotary.org/ROPA2020.

Rotary projects around the globe



United States

A railroading heritage infuses the town of Boone, Iowa. The Chicago & North Western Railway built a station there in 1866, and today its derivative, the Union Pacific Railroad, is a major employer in the area. For a club centennial project, the Rotary Club of Boone put vintage rolling stock front and center.

In July, trucks hauled a steam locomotive, a coal tender, and a passenger car into town, all donated by the Boone & Scenic Valley Railroad. The three pieces were sandblasted, primed, and painted to serve as a landmark at the town entrance off U.S. Highway 30.

“We want to greet visitors in an unforgettable way,” says Dave Cook, a leader of the restoration project. The first phase of the effort, costing about \$200,000, was funded by community organizations and businesses, the club, and District 6000. Future work calls for a walkway around the train, landscaping, lighting, and an informational kiosk.

6 in 10
SALVADORAN
SCHOOLS ARE AFFECTED
BY GANG VIOLENCE

El Salvador

To help children in the area around Santa Ana, El Salvador, escape the grip of gangs, the Rotary Club of San Jose, California, worked with the Rotary Club of Santa Ana Ciudad Her6ica. They funded the \$2,200 purchase of 18 musical instruments – trumpets and percussion – to inaugurate a marching band at the Cant6n Los Amates school. The primary school was one of four in the vicinity to benefit from an overall \$15,000 package – funded equally by the San Jose club and its member Michael Fulton and his wife, Moira – which installed a school kitchen, provided smart televisions for special-needs students, and paid for reconditioned computers by early 2020.

El Salvador is among the “world’s most dangerous countries for its youth,” notes Fulton, who believes small measures add up to make a big difference. The project will continue in 2021.



England

To support a charity that delivers care bags to infants and youths, the Rotary Club of Whitchurch tapped into the knitting skills of its community. Family members (including the club president's nonagenarian mother), friends, and other volunteers have crafted dozens of handmade teddy bears, which "go in with love" alongside toiletries, books, pens, and clothing items inside the "Buddy Bags," says Peggy Mullock, immediate past president of the club. The idea for the packages, tailored to various age groups, has been adopted by several clubs



in District 1210, which has raised nearly \$40,000 for the program.

In late 2019 the club assembled 180 bags, including teddy bears. During the coronavirus pandemic, the club sent 86 bears to the Rotary Club of Eccleshall Mercia to help that club assemble its own bags. The effort has continued during the pandemic. "We have been unable to get out during lockdown. However, the knitting has carried on," Mullock reports. "One of my friends has knitted over 200 teddies, and another Rotarian's mum in her 90s is knitting beautiful, bigger bears."



Pakistan

In January 2020, the Rotaract Club of Karachi Cosmopolitan joined compatriots in the Rotaract Club of Karachi Strivers and ladled soup for scores of homeless people, including families, in an effort dubbed "Winter Warmth," says Zeeshan Aslam, president of the Cosmopolitan club. "We reached almost 150 people in the streets around the Sindh Institute of Urology and Transplantation," one of the largest hospitals in Pakistan's biggest city. The modest cost of \$30 was covered by the Rotaractors, Aslam says. The Cosmopolitan group has not permitted the COVID-19 crisis to slow its activities. In August the club conducted a blood donation camp for a center for people with thalassemia, a blood disorder. The club has a history of reaching out to people in need in its community: It has handed out food to 100 families, sponsored a medical camp for 200 families, and held autism and breast cancer awareness seminars.

— BRAD WEBBER

\$8 billion
**VALUE OF STUFFED ANIMALS
AND PLUSH TOYS SOLD IN 2018**

Nigeria

In Nigeria, tens of thousands of children a year die of diarrheal conditions linked in part to poor sanitation. One part of the problem is the disposal of solid waste in unregulated dumps. One makeshift landfill in the Sabon Lugbe area of the capital, Abuja, posed a threat to a nearby waterway, so the Rotary Club of Abuja Capital Territory targeted the site for cleanup. In February 2020, seven club members coordinated a project that relocated 500 tons of garbage from the neighborhood to a central disposal facility, a move that entailed eight-hour shifts over three days and 45 truck trips, says Ndidiamaka Uchuno, 2019-20 president of the 27-member club.

The club stresses healthful habits in the community and beyond. Another key initiative is its work assisting four camps for internally displaced persons driven from their homes by the Boko Haram insurgency in Nigeria's northeast.



12%
**SHARE OF PAKISTANIS WHO
ARE UNDERNOURISHED**



MAGAZINES

Read all about 'em

Rotary's magazines reach audiences around the world

ROTARY LAUNCHED *The National Rotarian*, a magazine for its members, in 1911. Since then, we've undergone two name changes, to *The Rotarian* in September 1912 and to *Rotary* in September 2020. As the Rotary movement spread across the globe, members from other parts of the world began publishing magazines of their own to spotlight local Rotary stories; there are now 33 regional magazines in 25 languages serving members in 129 countries and geographic areas. Rotary's magazines provide a direct link between Rotary International and each of its members, sharing news and information and inspiring readers with stories of people of action. In honor of this magazine's 110th anniversary, here's a look at the scope of all of Rotary's magazines.

— COMPILED BY DONNA COTTER

Extra, extra
As part of a pilot program, *Rotary Russia* is published as a digital-only magazine serving Chechnya and Russia. And in Venezuela, where hyperinflation makes subscriptions prohibitively expensive, *Revista Rotaria* continues to publish for a limited readership.

THE ESSENTIALS

► **Rotary**

First published: **1915**
Language: **English**
Circulation: **45,000**
Areas served: Great Britain and Ireland
rotarygbi.org/magazine
Facebook: /RotaryinGBI
Twitter: @RotaryGBI
YouTube: /RIBImarketing

► **Rotary Canada**

(a quarterly supplement to *Rotary* magazine in North America)
First published: **2009**
Languages: **English and French**
Circulation: **22,700**
Area served: Canada
Email: rotarycanada@rotary.org

► **Rotary en México**

First published: **2017**
Circulation: **5,500**
Language: **Spanish**
Area served: Mexico

► **Rotary en el Corazón de las Américas**

First published: **2017**
Language: **Spanish**
Circulation: **3,700**
Areas served: Costa Rica, Dominican Republic, El Salvador, Guatemala, Honduras, Nicaragua, and Panama
rotaryca.org
Facebook: /rotaryca.org

► **Revista Colombia Rotaria**

First published: **1970**
Language: **Spanish**
Circulation: **2,300**
Area served: Colombia
colombiarotaria.com
Facebook: /Revista-Colombia-Rotaria-117107886359044
YouTube: /channel/UCGrZVr8m1D782slt8roUb3A

► **Rotary**

First published: **1911**
Language: **English**
Circulation: **400,000**
Rotary International's flagship publication
rotary.org/magazines
Facebook: /rotary
Twitter: @Rotary

► **España Rotaria**

First published: **2001**
Language: **Spanish**
Circulation: **5,000**
Area served: Spain
Facebook: /España-Rotaria-604139663042334/

► **El Rotario Peruano**

First published: **1932**
Language: **Spanish**
Circulation: **2,300**
Areas served: Ecuador and Peru
revistarotaryperu.com
Facebook: /el.r.peruano
Twitter: @RotarioPeruano

► **Vida Rotaria**

First published: **1955**
Language: **Spanish**
Circulation: **7,900**
Areas served: Argentina, Bolivia, Paraguay, and Uruguay
editorialrotariaargentina.com.ar

► **Revista Rotary Brasil**

First published: **1924**
Language: **Portuguese**
Circulation: **46,500**
Area served: Brazil
revistarotarybrasil.com.br
Facebook: /revistarotarybrasil
Twitter: @revistarotarybr
YouTube: /BrasilRotario

► **El Rotario de Chile**

First published: **1927**
Language: **Spanish**
Circulation: **4,000**
Area served: Chile
elrotariodechile.org

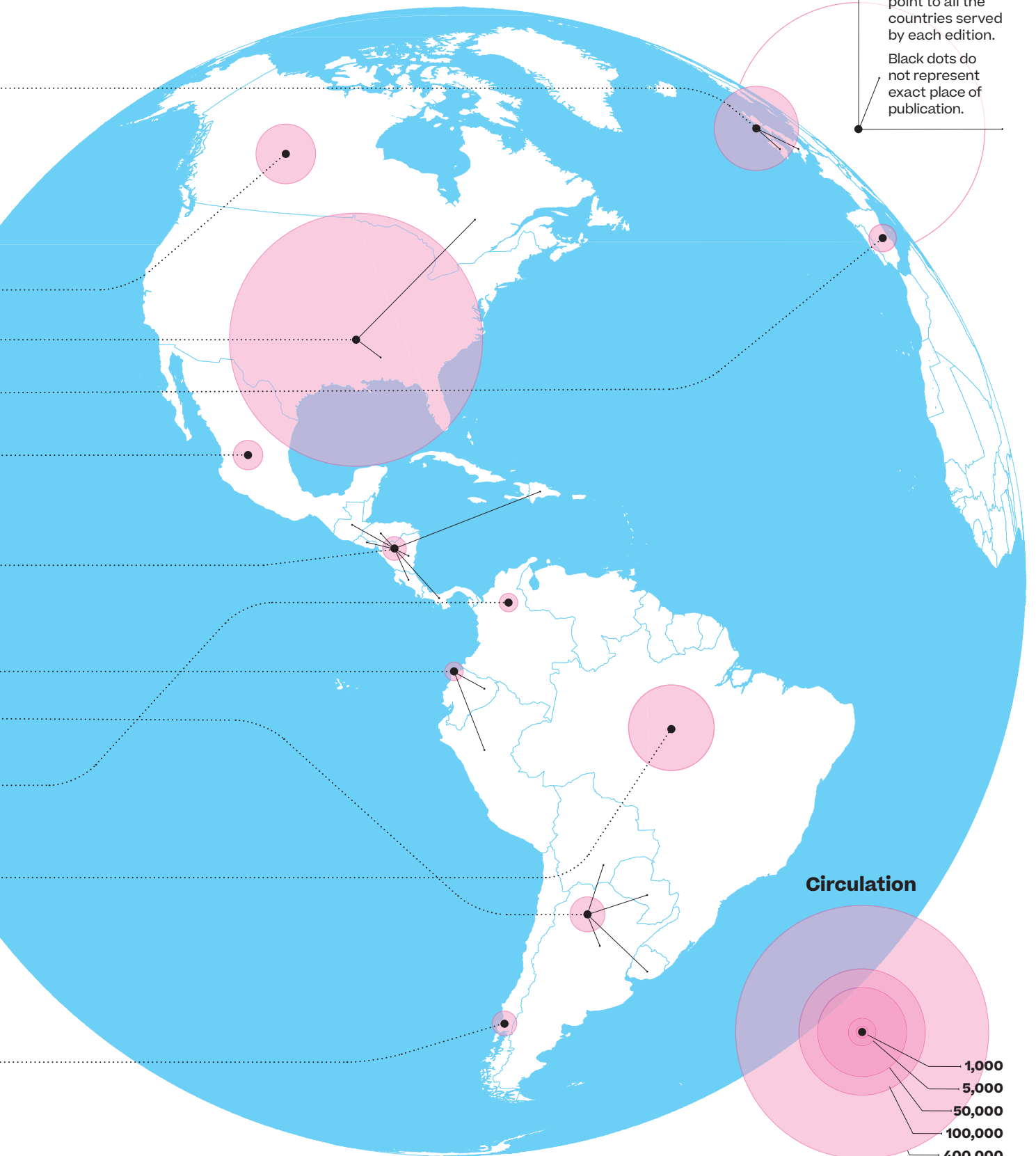
Total circulation

1.08 million

Area served

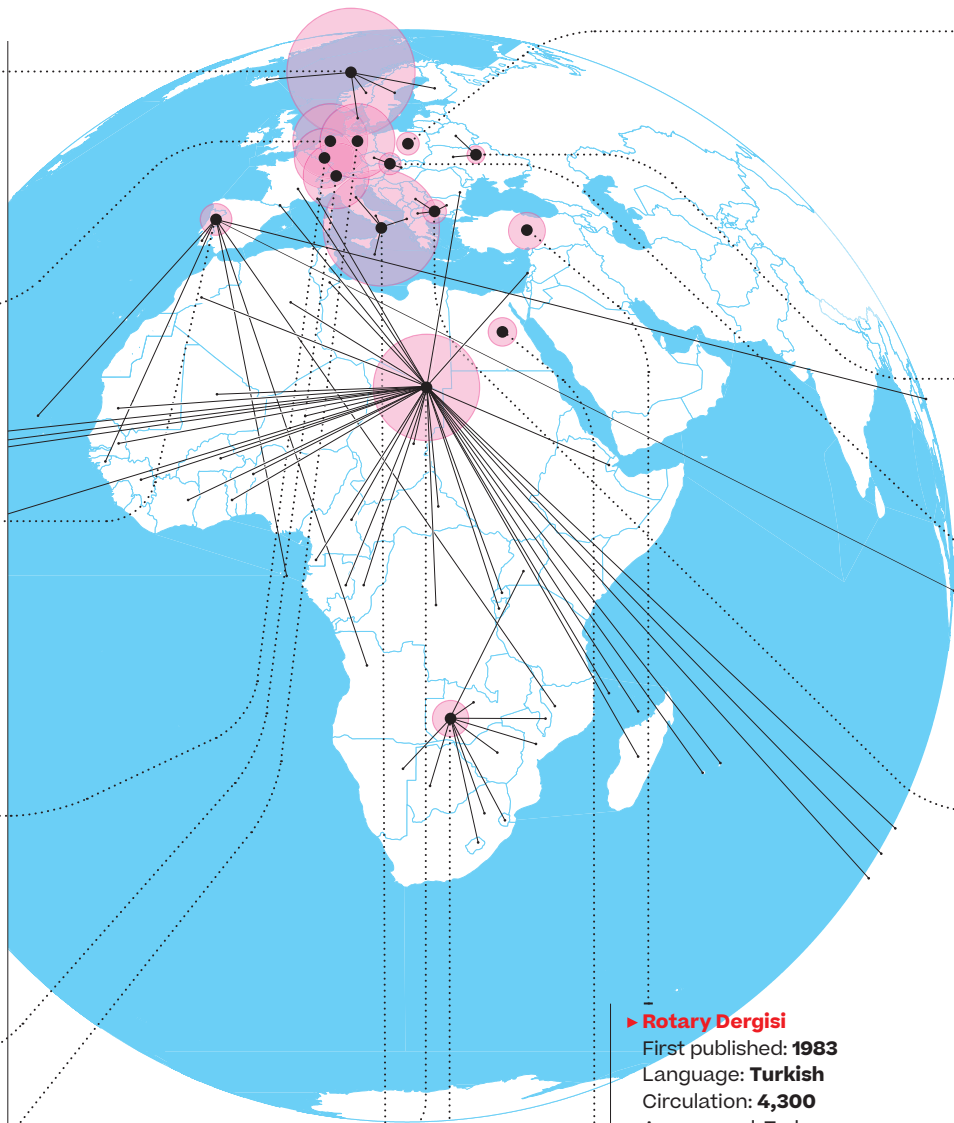
These lines point to all the countries served by each edition.

Black dots do not represent exact place of publication.



Circulation

- 1,000
- 5,000
- 50,000
- 100,000
- 400,000



► **Rotary Norden**
 First published: **1936**
 Languages: **Danish, Finnish, Norwegian, and Swedish**
 Circulation: **50,000**
 Areas served: Denmark, Finland, Iceland, Norway, and Sweden
rotary.no/no/rotary-norden

► **Rotary Magazine**
 First published: **1927**
 Language: **Dutch**
 Circulation: **17,300**
 Area served: The Netherlands
rotary.nl/rotarymagazine
 Facebook: /RotaryNL

► **Portugal Rotário**
 First published: **1984**
 Language: **Portuguese**
 Circulation: **3,100**
 Areas served: Angola, Cabo Verde, Democratic Republic of Timor-Leste, Guinea-Bissau, Macao, Mozambique, Portugal, São Tomé and Príncipe
portugalrotario.pt
 Facebook: /portugalrotario

► **Rotary Contact**
 First published: **1984**
 Languages: **Dutch and French**
 Circulation: **11,000**
 Areas served: Belgium and Luxembourg
rotarybelux.org
 Facebook: /RotaryBelux

► **Rotary Suisse Liechtenstein**
 First published: **1926**
 Languages: **French, German, and Italian**
 Circulation: **13,200**
 Areas served: Liechtenstein and Switzerland
rotary.ch

► **Rotary Magazin**
 First published: **1929**
 Language: **German**
 Circulation: **64,000**
 Areas served: Austria and Germany
rotary.de
 Facebook: /RotaryDeutschland
 Twitter: @RotaryDE

► **Rotary Italia**
 First published: **1924**
 Language: **Italian**
 Circulation: **41,000**
 Areas served: Albania, Italy, Malta, and San Marino
rotaryitalia.it
 Facebook: /RotaryItalia

► **Rotary Mag**
 First published: **1952**
 Language: **French**
 Circulation: **33,600**
 Areas served: Algeria, Andorra, Benin, Burkina Faso, Burundi, Cameroun, Central African Republic, Chad, Comoros, Côte d'Ivoire, Democratic Republic of Congo, Djibouti, Equatorial Guinea, France, French Guiana, French Polynesia, Gabon, Guadeloupe, Guinea, Lebanon, Madagascar, Mali, Martinique, Mauritania, Mauritius, Mayotte, Monaco, Morocco, New Caledonia, Niger, Republic of the Congo, Réunion, Romania, Rwanda, Saint Pierre and Miquelon, Senegal, Togo, Tunisia, and Vanuatu
rotarymag.org
 Facebook: /RotaryMag
 Twitter: @rotarymagfr

► **Rotary Dergisi**
 First published: **1983**
 Language: **Turkish**
 Circulation: **4,300**
 Area served: Turkey
rotarydergisi.com.tr

► **Rotary Magazine**
 First published: **1929**
 Languages: **Arabic, English, and French**
 Circulation: **2,500**
 Area served: Egypt
rotaryd2451.org
 Facebook: /RotaryD2451
 Twitter: @RotaryD2451

► **Rotary Africa-South**
 First published: **1927**
 Language: **English**
 Circulation: **4,000**
 Areas served: Botswana, Eswatini, Lesotho, Malawi, Mozambique, Namibia, South Africa, Uganda, Zambia, and Zimbabwe
rotaryafrica.com
 Facebook: /rotaryafricamag

Languages

25

► **Rotary Polska**

First published: **2017**
Language: **Polish**
Circulation: **1,600**
Area served: Poland
rotary.org.pl/media/magazyn-rotary-polska
Facebook: /RotaryPolska

► **Rotariets**

First published: **2007**
Language: **Ukrainian**
Circulation: **1,000**
Areas served: Belarus and Ukraine
rotarietsmagazineukr.readz.com
Facebook: /RotaryInUkraine
Twitter: @RotaryUkraine

► **Rotary Good News**

First published: **1990**
Languages: **Czech and Slovak**
Circulation: **1,500**
Areas served: Czech Republic and Slovakia
rotary2240.org/cs/good-news
Facebook: /RotaryDistrict2240

► **Rotari na Balkanite**

First published: **1995**
Language: **Bulgarian**
Circulation: **1,700**
Areas served: Bulgaria, North Macedonia, and Serbia
rotary.bg
Facebook: /profile.php?id=100009822010550

► **Philippine Rotary**

First published: **1978**
Language: **English**
Circulation: **18,200**
Area served: Philippines
rotaryphilippines.com

► **Rotary Down Under**

First published: **1965**
Language: **English**
Circulation: **32,400**
Areas served: American Samoa, Australia, Cook Islands, Democratic Republic of Timor-Leste, Fiji, French Polynesia, Kiribati, New Caledonia, New Zealand, Norfolk Island, Papua New Guinea, Samoa, Solomon Islands, Tonga, and Vanuatu
rotarydownunder.com.au
Facebook: /rotarydownunder
Twitter: @rotarydownunder
Pinterest: /rotarydownunder

► **Rotary Thailand**

First published: **1983**
Language: **Thai (with English online)**
Circulation: **8,300**
Areas served: Cambodia, Laos, Myanmar, and Thailand
rotarythailand.org/mag
Facebook: /rotarythailand

► **Rotary News**

First published: **1952/1983/2018**
Languages: **English/Hindi/Tamil**
Circulation: **127,000**
Areas served: Bangladesh, India, Nepal, and Sri Lanka
rotarynewsonline.org
Facebook: /RotaryNewsIndia
Twitter: @NewsRotary

► **The Rotary Korea**

First published: **1963**
Language: **Korean**
Circulation: **64,300**
Area served: Korea
rotarykorea.org/index_rk

► **Taiwan Rotary**

First published: **1960**
Language: **Chinese**
Circulation: **10,800**
Area served: Taiwan
taiwan-rotary.org

► **The Rotary-No-Tomo**

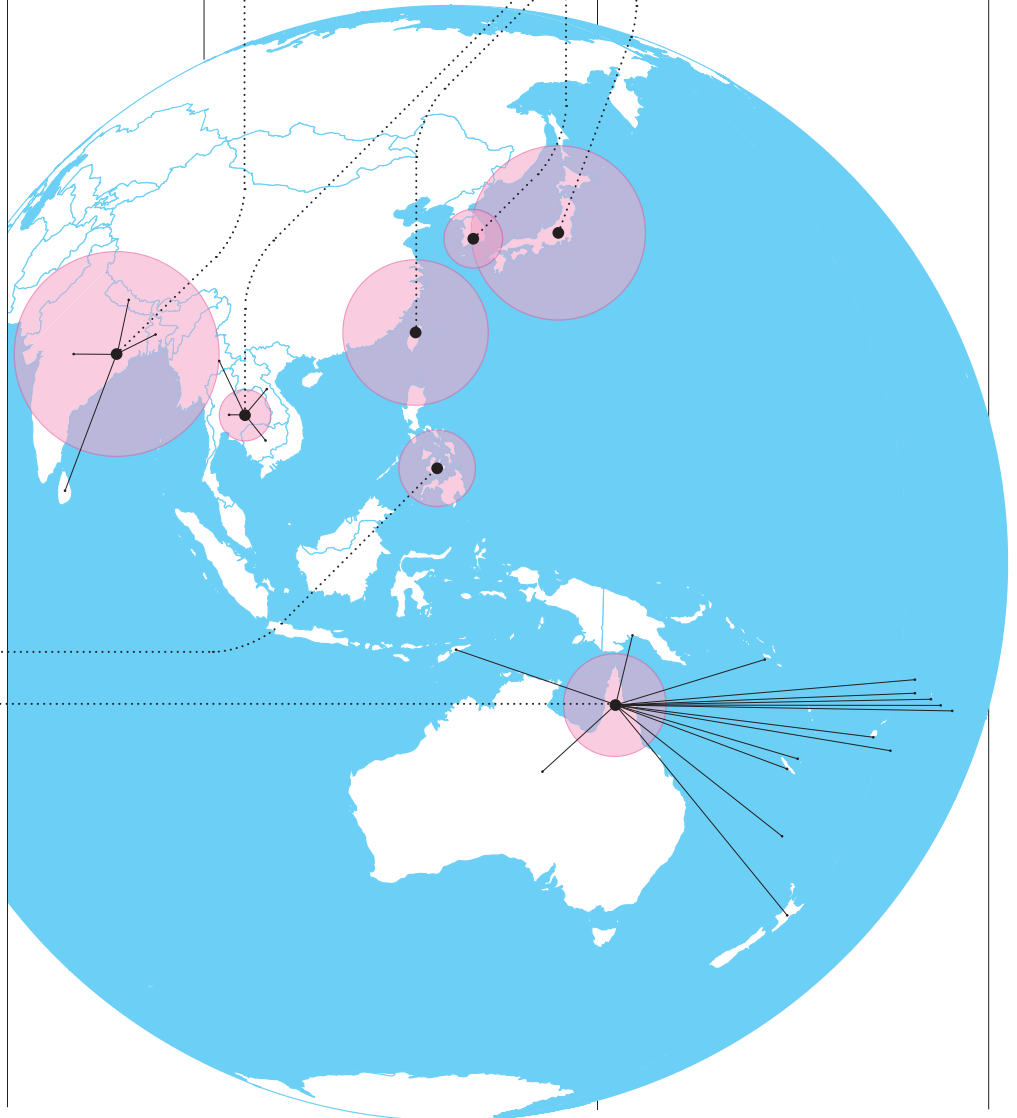
First published: **1953**
Circulation: **92,500**
Language: **Japanese**
Area served: Japan
rotary-no-tomo.jp

Regional magazines

33

Countries and geographic areas

129





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GOODWILL

History's hard lessons

An international approach to diversity, equity, and inclusion

OF COURSE, we do not know what the new decade might bring, but whatever it is, we must always be aware of our special responsibility — because in Rotary, we stand for values of equality, tolerance, and peace. Tolerance is a relevant concern in so many parts of the world now. Rotary is not political and it must stay that way. But when things obviously go wrong, we cannot look away. Rotarians must not be speechless. We stand by our values and our Four-Way Test. We are measured not only by our results, but also by our attitude. — Holger Knaack, 24 January 2020

When Holger Knaack addressed the International Assembly in San Diego a year ago as incoming president of Rotary International, few in the audience could have realized how prophetic those words would become. On 25 May, 1,500 miles away in Minneapolis, a Black man, George Floyd, was killed by a police officer who had arrested him for allegedly using a counterfeit bill. It was a death that started larger conversations about racism around the world.

In August, just days after the shooting of Jacob Blake by police in Wisconsin and the subsequent shootings of Black Lives Matter demonstrators, Knaack acknowledged in an interview that he was alarmed by what he was seeing and reading. “Of course we are asking, how can this happen? Injustice and racism are simply not acceptable; equally those who counter with violence — that, too, is unacceptable,” he said.

As the world engaged in a moment

of questioning and reflection, Knaack noted that discrimination is shaped by countries and cultures. “You can find racism probably not everywhere, but you can definitely find discrimination everywhere. So we have to go into our history to find the origins in order to fight that,” he said. “Whether that is India or Japan, the United Kingdom or Germany or elsewhere, it is different. Discrimination depends on history and where it began. You have to dive into your own history.”

Knaack was born in 1952 as Germany was emerging from the horrors of the Second World War. Under pressure from the Nazis, Rotary clubs in Germany had disbanded in October 1937, reluctantly returning their charters to Rotary International. Some clubs continued to meet secretly during the war, but it wasn't until 1949 that the political administration in the new West Germany allowed Rotary to return.

Reflecting on issues of racism and discrimination, Knaack said: “There are many terrible examples in my country. Every country has to solve its own problems, where these problems have raised themselves in the past. In Germany, the darkest decade began in the mid-1930s before the war, when all these things developed and most Rotary clubs were part of the system. There is no doubt about that.

“A group of historians wrote a book recently describing what happened and how Rotary clubs discriminated against their Jewish members. It is not something to be proud of. I do not believe in deleting history, but instead learning from it. I believe in that totally. Everything



Diversity
Rotary welcomes people of all backgrounds, cultures, experiences, and identities.



Equity
Rotary strives for the fair treatment, opportunity, and advancement of all Rotary participants.



Inclusion
Rotary is working to create experiences where all people feel welcomed, respected, and valued.

has to be put on the table so we can learn for our future.”

Rotary International adopted a statement on diversity, equity, and inclusion (DEI) in January 2019. In the wake of Floyd's death, the Board of Directors decided Rotary needed to do more. A Diversity, Equity, and Inclusion Task Force has been formed, bringing together experts from across the world to come up with an international approach.

The task force will devise a plan that assesses the state of DEI at Rotary and articulates a vision that incorporates regional differences, needs, and priorities. The Board said, “The task force will be a resource for our clubs to recognize those who have not felt welcomed or valued at Rotary clubs, or by staff, or in our programs.”

Knaack explained: “This is not an American problem, this is not just Black Lives Matter — this is a different approach to diversity, equity, and inclusion. I would really love to show Rotary clubs a way they can put this into action that fits into their country and culture.”

The Board hopes that an action plan will be developed by July. In particular, the task force will be asking how inclusive Rotary clubs can be and what they are doing to make diversity, equity, and inclusion a reality.

“For me, diversity is not a wish list for a Rotary club,” Knaack said. “This is part of our core values.”

— DAVE KING

Adapted from a story that first appeared in Rotary magazine in Great Britain and Ireland.

Rotary's DEI statement

As a global network that strives to build a world where people unite and take action to create lasting change, Rotary values diversity and celebrates the contributions of people of all backgrounds, regardless of their age, ethnicity, race, color, abilities, religion, socioeconomic status, culture, sex, sexual orientation, and gender identity.

Rotary will cultivate a diverse, equitable, and inclusive culture in which people from underrepresented groups have greater opportunities to participate as members and leaders.

Chrono-logic

What's more significant, the 10th anniversary or the 42nd? The 10th, of course

By Joe Queenan

THIS MONTH MARKS the 110th anniversary of this magazine's existence. In a country that is not yet 250 years old, the 110th anniversary of anything is an event to be celebrated. But it is an especially remarkable achievement for a magazine, because magazines tend to be reflections of a particular era (*Spy*, *Collier's*, *Crawdaddy*), and they usually don't survive that era. Or, like *Time*, *Sports Illustrated*, and *TV Guide*, they survive but no longer prosper.

Rotary — until recently known as *The Rotarian*, and before that *The National Rotarian* — is now in the same hallowed category as *Scientific American* (1845), *Harper's* (1850), *The Atlantic* (1857), and *Vogue* (1892). *Reader's Digest* did not exist when this magazine first drew breath. Neither did the New York Yankees. New Mexico and Arizona had not yet been admitted to the Union. Commercial radio broadcasts were still 10 years in the future. When *The National Rotarian* first appeared in January 1911, the *Titanic* was just a big ship.

Anniversaries are a subject near and dear to the human heart. Yet the precise term used to describe a specific anniversary can sometimes be problematic. Let's start at the very top: In July 2026, the United States of America will celebrate its 250th birthday, officially known as its "semiquincentennial." It is sure to be a raucous affair. Still, given the epic stature of the event, you would have thought that somewhere along the line over the past 250 years someone would have come up with a slightly catchier name. "Centennial" (100 years) was a terrific moniker, as was "bicentennial" (200 years), because

they were easy to pronounce and easy to understand, and they both had a certain "classy" quality.

"Semiquincentennial" is none of those things. It has too many syllables, it's too hard to spell, and its meaning is unfathomable. It is the proverbial mouthful, and then some. At first glance it seems to translate as "the fifth anniversary of buying my first tractor-trailer."

In 1974, the fabulously successful author James Michener published a famous novel called *Centennial* that was made into a lavish, 21-hour TV miniseries with a \$25 million budget. A quarter-century later, Robin Williams starred in a \$100 million film called *Bicentennial Man*. Nothing like this is going to happen with "semiquincentennial." Ancient Latin has written a check that modern English cannot cash.

Ironically, the clunky, baffling "semiquincentennial" closely resembles "sesquipedalian," an equally useless Latin-based word used to describe people who deliberately overuse long or confusing terms in an effort to make themselves seem smarter. In other words, "showoffs." I studied Latin in high school, and to this day it

remains my absolute favorite dead language. But I don't think that between now and 2026, the word "semiquincentennial" is going to catch on. Somehow, "The Nifty Two-Fifty" seems much more likely.

The lexicon of wedding anniversaries is also diabolically confusing, if not explicitly dumb. A few years ago, when I announced to a friend that my wife and I were about to celebrate our 42nd anniversary, she asked, "Which one is that?"

"Polyurethane," I replied, and for all I know it might be. After all, the third anniversary is identified with leather, the sixth with iron. Men are always getting blamed for forgetting their anniversaries, but come on: leather? Iron? Even the 10th anniversary, which seems like a fairly momentous occasion, is only commemorated with tin. As with the glamourless word "semiquincentennial," it sounds like someone was asleep at the wheel the day the official list of wedding anniversary gifts was compiled.

This gets us back to Wedding Anniversary No. 42. Without question, silver anniversaries (25 years) are important occasions worthy of a special name. So are golden anniversaries (50) and diamond jubilees (75). But the 42nd anniversary of anything — a marriage, the siege of Vicksburg, continuous years of yeoman service as village alderman — is not special enough to merit a special name or a special mineral or even a special fabric. "Forty-second anniversary" will have to do.

We are addicted to anniversaries, some of them worthy, some of them bogus and juvenile. High school anniversaries are a case in point. I have never felt that a 10th high school reunion makes sense, because 10 years is not enough time to accomplish much in life. By contrast, 25 years gives even the most feckless or dissolute high school grad a chance to get a few points on the scoreboard. And 50 years gives people a chance to change their appearance so dramatically that no one will remember that they

Joe Queenan is a frequent contributor to the magazine. For the past two years, he has been working on a book about how classical music saved his life.

BICENTENNIAL

Happy Valentine's Day!



HAPPY Anniversary

THE ROTARIAN

CELEBRATING

Happy Anniversary!



200 YEARS



ANNIVERSARY CENTENNIAL

CONGRATULATIONS 35 Years



WELCOME BACK Class Reunion WELCOME BACK

SENIOR YEARBOOK



were once known as “Gumby.” Such transformations cannot be accomplished in shorter periods. Not without lots of surgery.

By and large, generic or inconsequential numbers should be avoided when celebrating anniversaries. If an anniversary does not end in a zero or a 5, it is almost certainly unworthy of commemoration. Super-low-profile anniversaries like second, sixth, 19th, and 38th are out. Restaurants have no business celebrating their eighth anniversary, much less their 11th. Eight years and 11 years do not constitute milestones. They are pit stops between the anniversaries that really matter. Remember, it’s a “milestone,” not “five-sixteenths of a milestone.”

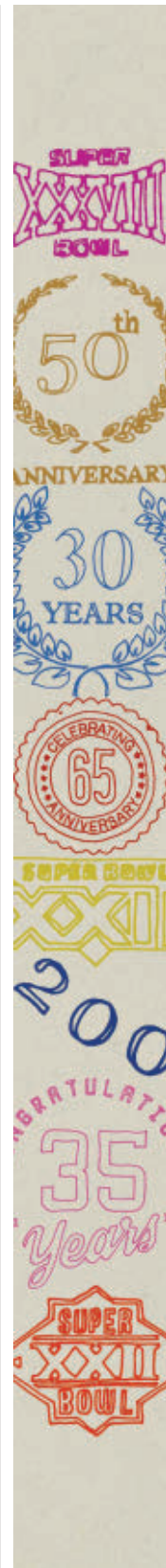
To be worth celebrating, anniversaries need to be historically authentic. Three years ago, my high school garage band, Phase Shift Network, rented a hall in South Jersey and threw a party to celebrate our 50th anniversary of playing together. This was a lot of fun but it was completely contrived, because the band broke up in 1968 and we didn’t see each other, much less play together, again until 2011. The night we were purporting to celebrate five decades of rocking the house, we were actually celebrating two years of playing in high school and six years as nostalgia-crazed baby boomers. So it wasn’t our 50th anniversary. It was more like our eight-and-a-halfth. What’s more, our original drummer wasn’t even there that night.

When invited to celebrate a business-related anniversary, one should be wary of unusual numbers. This is particularly true if

one is being feted by an employer. Some time ago, a magazine editor I had known for many years invited me to the publication’s 45th anniversary gala. Forty-five is a weird number. It’s a really weird number. I told him that. The fact that the magazine was celebrating its 45th anniversary while he was still running the show strongly suggested that he was not going to be around for the 50th. He was not; he walked the plank about six weeks later. He should have seen it coming.

For anniversaries to possess an aura of gravitas, they need to possess indisputable chronological legitimacy. It really helps if someone comes up with a handy term like “the Ides of March” or “Cinco de Mayo” or “St. Valentine’s Day” or “a date which will live in infamy.” People who are dating but not married sometimes celebrate their fifth anniversary together. But this requires backtracking to determine precisely when the relationship took root. Was it the night you met? The date of your first Pilates class? The day you started filing a joint tax return? And what happens to that jury-rigged fifth anniversary when you get married and start celebrating what sticklers for detail customarily refer to as a “real” anniversary? If the seventh anniversary of your wedding is wool, what fabric do you associate with the seventh anniversary of your first brunch? Calico? Corduroy? Mohair? Poplin? This is what makes marriage certificates invaluable. Partners may lie, but documents don’t.

Any discussion of this subject must necessarily include a few words about dueling anniversaries.



It is indisputable that the United States of America came into being on 4 July 1776, when the Declaration of Independence was adopted in the City of Brotherly Love. But the Revolutionary War itself had begun 15 months earlier on 19 April 1775, when American colonists and British troops skirmished in the Bay State villages of Concord and Lexington. To purists, American independence begins with Paul Revere’s midnight ride.

Sports anniversaries are equally troublesome. The New York Jets racked up their miraculous Super Bowl III victory on 12 January 1969. But if you say out loud that the Jets won the 1969 Super Bowl, some persnickety sports aficionado will correct you, pointing out that Super Bowl III was the final game of the 1968 season. Meaning that the Jets won the 1968 pro football championship.

Famous births and deaths also present a tricky problem. Too often they seem like public relations stunts or marketing gimmicks designed to boost tourism. I can understand the city of Bonn celebrating the 250th anniversary of Ludwig von Beethoven’s 1770 birth. But why would anyone want to “celebrate” the 500th anniversary of Raphael’s death? There’s a big difference between celebrating the date of Shakespeare’s birth and marking the date of Shakespeare’s passing.

Finally, a few words about those contrived anniversary lists of events that happened on one specific date. For example, the battle of Gettysburg began on 1 July 1863. Go ahead and write that one down. On 1 July 1903, riders in the first Tour de France pedaled off. Well, crack open the champagne! On 1 July 2021, we will mark the 136th anniversary of the United States government ending its reciprocal fishing agreement with Canada. Somehow, I just don’t think this one merits its own special anniversary. You’ve got to draw the line somewhere.

I’m drawing it there. ■

We are addicted to anniversaries,
some of them worthy,
some of them bogus and juvenile.



2020-21 PRESIDENTIAL CONFERENCE SERIES



Save the Dates!

- 15-16 January — Rotaract Brasil MDIO (Brazil)
- 22-24 January — District 9141 (Nigeria)
- 14-16 May — Ascension Rotaract MDIO (USA)

**THIS IS
OUR ACTION
PLAN.**

OUR PRIORITY

**WE'RE
ENHANCING
PARTICIPANT
ENGAGEMENT**

Putting our participants first.

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Let’s ask our participants what they’re looking for in Rotary, and follow through with opportunities that provide value. That’s how we’ll keep people contributing and coming back for more.

What we will do.

Develop new ways to measure engagement and incentivize club improvement

Create new products and offerings that offer more and better value

Build leadership skills by working with other organizations like Toastmasters International

Offer new personal and professional engagement opportunities

What your club can do.



SEEK
FEEDBACK FROM YOUR ROTARY
PARTICIPANTS AND YOUR COMMUNITY

CONDUCT
A CLUB “HEALTH CHECK” AND ADDRESS
GAPS OR ISSUES

ADOPT
A MORE PARTICIPANT-CENTERED APPROACH

FIND
NEW WAYS TO INCLUDE EVERYONE
IN CLUB ACTIVITIES AND
SERVICE PROJECTS

Want to know more?

Read the full Action Plan at rotary.org/actionplan

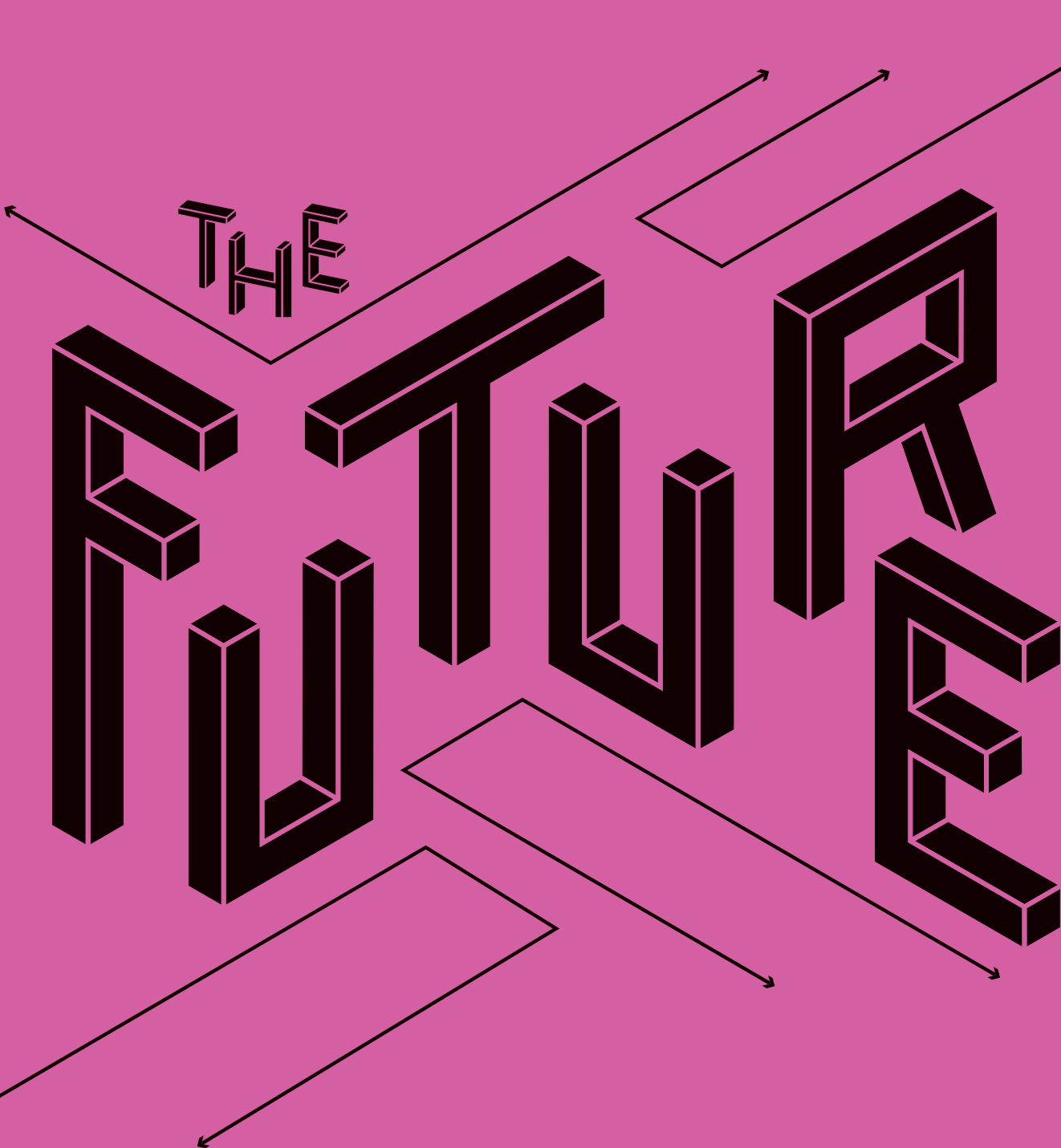


Illustration this page by Aubrey Pohl

PHILANTHROPY by William MacAskill
PEACE by Dennis Wong
WATER by Charles Fishman
READING by Scott Turow
TRAVEL by Mark Baker
LANGUAGE by Kory Stamper
ENVIRONMENTALISM by Jonathan Foley
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MIGRATION by Quentin Wodon
THE PAST by Geoffrey Johnson

Illustrations by Greg Mably

In 1915, writing in this magazine, Paul Harris remarked: “What Rotary will be 100 years hence, none living can imagine.”

More than a century later, there’s no need to imagine: Rotary has thrived, as has the magazine. Ten years ago, on the occasion of our 100th year in print, the editors looked back at the magazine’s achievements in an anniversary issue that brought together a prestigious roster of contributors from our archives that ranged from Jane Addams to Kurt Vonnegut — and also included Winston Churchill, Albert Einstein, Mohandas K. Gandhi, Ernest Hemingway, Sinclair Lewis, George Bernard Shaw, and Amy Vanderbilt, to name only a few.

Now, on our 110th anniversary, we’re looking in the other direction: toward the future. As we stand at the threshold of the third decade of the 21st century, we are imagining where we’re headed — and what to expect when we get there.

PHILANTHROPY



By William MacAskill

About 10 years ago, I helped launch a social movement called effective altruism. In time it led me to what I am convinced is the future of philanthropy.

Let me explain. Effective altruism uses evidence and reason to determine how we can do the most good with our limited resources. When the movement began, the focus was on widening our moral circle of those we consider to be worthy of altruistic concern to include people living in extreme poverty. That widening moral circle is only the latest phase of a historical trend that began millennia ago.

We started out caring only about the family unit or the tribe, but over time the circle widened to give equal moral weight to people of different genders, races, religions, sexual orientations, and nationalities. Now the circle has grown to embrace the abjectly impoverished. Although those of us who live in developed countries may not see their suffering with our own eyes, that does not permit us to ignore them. All humans are equally deserving of our moral concern, regardless of where they live. Consider this: The World Health Organization estimates that around 1.5 million people die every year from preventable diseases. Yet only about \$2,300 can prevent a child under age five from dying from one of them — malaria — through the seasonal dispensation of antimalarial medicine.

More recently, however, I have come to realize that, even as we consider everyone alive today as being of equal worth, the circle has still not reached its maximum breadth. Yes, there are significant ways we can

do an enormous amount of good to help the global poor. But lately I have been convinced that the future of philanthropy — and the place where we can have the biggest impact — demands that we focus on improving the lives of another group of people whose suffering we do not see. A group that is separated from us not by space, but by time: future generations.

The lack of representation of future generations is an example of market and democratic failure. People who do not yet exist cannot trade or bargain with us, and so they have no influence over the decisions of consumers or companies. And they are utterly politically disenfranchised: They cannot lobby governments, and they don't have a vote. It's left to philanthropy to fill the gap.

This is so important because there are so many people yet to come. Mammalian species can survive millions of years before extinction; anatomically modern *Homo sapiens* has been on the planet for about 200,000 years. If we equate the length of our potential existence as a species to the length of an individual's life, humans are in early childhood and have nearly an entire lifetime ahead of them. And humans are by no means a typical mammalian species. It's entirely possible that we might survive much longer: Scientists predict that the earth will be habitable for the next 500 million years; if we were able to take to the stars, the species' opportunity to survive would be

An associate professor in philosophy and a research fellow at the Global Priorities Institute at the University of Oxford, **William MacAskill** is the author of *Doing Good Better: How Effective Altruism Can Help You Help Others, Do Work That Matters, and Make Smarter Choices About Giving Back*. He is a co-founder and president of the Centre for Effective Altruism.

Looking forward: THE FUTURE OF PEACE

Given all the changes of the past year

— in Rotary, in the United States, and in the world — a conversation about the future of peace is more timely than ever. One thing is certain: Conflict and change, two constants, will occur. The question is, will we use those conflicts as a catalyst for constructive change? As they consider their answer to that question, Rotary and Rotarians must choose to have a significant and lasting impact on peace “across the globe, in our communities, and in ourselves.”

To that end, we must work on some novel thinking and approaches to peacebuilding based on Rotary’s vision statement and action plan, always keeping in mind our principles and our areas of service and focus. One goal must be to build trust, transparency, and teamwork in our efforts. We should also establish a mindset where we make peacebuilding a

daily habit that includes leading by example. And we must always keep our eyes on what I call the four P’s of Positive Peace: people, purpose, policy, and power.

Since the status quo is not working, I expect the need and drive for social justice and equity will inevitably lead to change, in ways that I hope are beneficial to all. As those changes occur, Rotary and Rotarians can make a difference in many ways, if they choose. We must ask ourselves: Will we have the courage and will to make the necessary commitment to Positive Peace?

I envision a time when, in people’s minds, the name of Rotary is equated with peacebuilding and conflict transformation. Peace is a human right, and I am optimistic about a future when the citizens of the world will live in safety, have the opportunity to prosper, and enjoy the quality of life we all deserve.

A member of the Rotary E-Club of World Peace, District 5330, **Dennis Wong** is a co-founder of the Rotary Action Group for Peace.

astronomically larger again. So we humans have a vast future ahead — that is, if nothing goes wrong.

But there are, unfortunately, many ways things could go wrong. Nuclear power, geoengineering, synthetic biology, and artificial intelligence all pose a challenge. How can we harness their benefits without risking potentially catastrophic events? With the emergence of more and more powerful technology, the risk of the extinction of the human race, or the irrecoverable collapse of civilization, has become a distinct reality. And risks that grave, even when extremely unlikely, must be taken extremely seriously.

Many philanthropists have been convinced, therefore, that when we try to do good, we should primarily be concerned with the very long-term consequences of our actions: over centuries, millennia, or perhaps even millions of years. The Open Philanthropy Project, funded by Cari Tuna and her husband, Dustin Moskovitz (a co-founder of Asana and Facebook), names “biosecurity and pandemic preparedness” and “potential risks from advanced artificial intelligence” among its areas of focus. Tesla’s Elon Musk and LinkedIn co-founder Reid Hoffman are supporting initiatives to ensure that AI is beneficial to humanity. Jeff Skoll, a Canadian internet entrepreneur, created the Skoll Global Threats Fund to tackle existential threats to humanity. As a symbol of this long-term concern, Jeff Bezos is funding a clock that will keep time for 10,000 years, chiming once every millennium. All these are examples, in different ways, of donors trying to benefit future generations.

Although this new wave of philanthropy is still in its infancy, I see that concern for future generations on the upswing. And if history is any indication, our circle of moral concern will only continue to expand.

“

I believe whatever money I have belongs to society. I am just a custodian for a short while. I didn’t bring it with me, nor can I take it with me.



RAVISHANKAR DAKOJU
Rotary Club of Bangalore, India
“Thinking — and Giving — Big,” March 2019

By Charles Fishman



■ was in Charleston, South Carolina, to talk about water, and a university faculty member there explained how dramatically life has changed in the past few years in that beautiful waterfront city.

As recently as the early 2000s, she said, Charleston had experienced a few flooding events a year — eight or 10. Not even one a month.

But in the past few years, Charleston has annually had 40 to 50 intrusive flood events. The flooding is so common and so disruptive, the woman explained, that she and her husband had to plan their lives around it. Their kids went to day care in one part of the city; they worked in another part. When the low-lying streets and intersections filled with seawater — as happens on average three times a month now — they were cut off from their children.

“We have to watch the weather, we have to watch the tides, we have to talk to the people at the day care,” she said. “Because we could easily end up at the end of the day with no way to get the kids.” There have been occasions when they didn’t take the children to day care, because flooding was predicted during the day.

You don’t have to imagine the future of water: It’s

here. It’s happening right now, all around us.

That’s the most obvious lesson from the flooding in Charleston, a single problem in a single U.S. city: The flooding is not devastating, but it is sudden, it’s new, it’s relentless, it’s hugely disruptive, and it’s not going away. When it comes to water, we aren’t ready for what’s happening to us right now. So we certainly aren’t ready for the future.

In the past decade, we have made dramatic progress in water. In the 10 years between 2005 and 2015 (the most recent year for which there is U.S. data), the typical American went from using 100 gallons of water per day at home to using 83 gallons. If we were still consuming water at the rate we did in 2005, we would be using 5 billion more gallons of water a day than we are.

We’ve also made dramatic progress across the past 50 years. The United States today uses less water every day, for all purposes, than it did in 1965. We have tripled the size of the U.S. economy in that

Charles Fishman is a frequent contributor to *Rotary*. His most recent book is *One Giant Leap: The Impossible Mission That Flew Us to the Moon*. He is also the author of the bestselling *The Big Thirst: The Secret Life and Turbulent Future of Water*.

W A T E R

half-century without using a single new gallon of water. Which is to say, every gallon of water we use today does three times the work it did in 1965.

Farmers today use a little less water than farmers did in 1965 — but they irrigate 45 percent more land and raise twice as much food.

That's all good news. If climate change weren't transforming everything about who gets water, and how much, it would be great news — the foundation of a new water ethic. As it is, the progress we've made in the United States and around the world will cushion the impact of climate change. But that impact is likely to be so dramatic, we may not notice.

We don't often connect the dots when we talk about the impact of climate change, but it is almost all about water. Rain that doesn't fall anymore where we expect it. Rain that falls in fewer events — fewer rainy days and fewer storms — but with much more intensity and volume. Snow that now falls as rain, stealing from a kind of “water savings account” that whole regions rely on, where winter snows pile up in mountain ranges, then melt gradually through the spring and summer to provide a steady flow of water.

Every day we're seeing the dawn of a kind of brutal intensity to the climate, and to the weather, that feels all new. Fueled by one record-dry summer after another, megafires rage across the American West. Nourished by unusually warm ocean temperatures, slow-moving hurricanes in the Atlantic and super-typhoons in the Pacific explode with power and intensity just before coming ashore, where they release torrential, flooding rains.

We're used to separating out our experience of water, especially in the developed world. There's the water we use every day at home, in offices and factories, on farms. And then there's the water out in the environment — the water that either comes, sometimes in destructive torrents, or doesn't come, for months that add up to drought.

Climate change is going to erase that convenient distinction. The human water systems we've created, and that we all rely on, are going to look brittle and inadequate in the face of what's coming.

The most important principle for adapting to the new world of water is this: Water does not respond

to wishful thinking. Water problems don't get better on their own. Just the opposite: The longer you wait to tackle a water problem of any kind, from a leak in the ceiling of your living room to a sea-level rise in your city, the harder, and the more expensive, that problem is to solve.

That's not just true directly. Well-managed water undergirds the entire economy. But we don't appreciate that very often. A city that floods once a week, a city that has to ration drinking water, a city that has to brace for destruction with every hurricane season or every fire season: Those are not places with stable, appealing economic futures.

We need to adapt to a new world. And we need to appreciate two more key ideas when it comes to water. First, we know how to solve every water problem that exists in the world — in engineering terms. We don't need a Manhattan Project or a moon shot to tackle water. But the hardest part of most water problems is the people part. It's getting people to see the water situation in a clear-eyed way — with realism, not optimism. And then getting people to change their behavior.

The second thing to appreciate is that all water problems are local — and that's where they must be solved. The United States is a perfect example of a rich, smart country with a wild array of water problems. Not only is there no active national strategy for tackling them; in most cases there isn't even national guidance.

But that can be liberating for cities, for regions, for states. The smartest communities — in the United States and around the world — aren't waiting to tackle water and climate change. They aren't waiting for the alarm from Washington, or the guidance, or even the financing.

Especially in the developed world, we've had a century-long, highly engineered golden age of water, in which we left the management of it to the experts, and most of us never had to give water a thought. It was invisible in our daily life. We need to see the new age of water turbulence with realism, with urgency, and with a sense that water is something all of us are going to have to grapple with.

The golden age is over. Water isn't going to be invisible anymore. The future of water is now.

WATER WOES

Should current trends persist without mitigation:

- 1 By 2030, annual global water requirements will exceed current sustainable water supplies by 40 percent.
- 2 By 2040, nearly 600 million children will live in areas of extremely high water stress.
- 3 By 2050, the number of people at risk from floods will increase to 1.6 billion from 1.2 billion.

SOURCE: National Intelligence Council; UNICEF; World Meteorological Association

Courtesy of Fatima Lahmami Langlois

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Half of the world's hospital beds are occupied by patients suffering from waterborne diseases. More than a billion people don't have access to clean drinking water. That's very disturbing in the 21st century.



FATIMA LAHMAMI LANGLOIS | Rotary Club of Montreal

“Philanthropy Matchmakers,” July 2019

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By Scott Turow

As a writer, and as a frequent advocate for literacy and authors' causes, I'm often asked if I think reading has a future in the United States.

Usually the question is put to me in the tone of grim resolve many people adopt in discussing the future course of the coronavirus pandemic or climate change. But my answer is always positive: There will always be books. Always authors. Always readers.

The question being posed to me is not, as I take it, whether our grade schools are going to stop teaching people to read and write. Minimal needs to decode written language will always exist. Think about reading the parking restrictions that are posted on street signs.

Instead, I believe what my questioners are wondering is whether Americans will read for anything but essential purposes. Will it remain important to be able to absorb more than a sentence or two? Will reading books or the news, for example, continue as a leisure activity?

The evidence is mixed. Consumer spending on recreational reading in the United States remained pretty much level from 1999 to 2019. With the rise of online booksellers and the e-reader during that period, I, as an author, would have hoped for growth. On the other hand, publishing is not on the verge of extinction.

Yet I cannot pretend there have not been in my lifetime significant social changes — and ones with deep consequences. The America that existed right after World War II, at least as it was portrayed in movies, was one where Americans passed their evenings reading books or a newspaper or listening to comedies, dramas, or a ballgame on the radio. Ours was a verbal culture, where words, spoken or read, were the principal form of communication.

Today, the majority of Americans spend those hours looking at screens, watching what they choose on their TVs or mobile devices. According to a recent Pew Research study, most Americans these days get their news from TV or social media, not newspapers or news sites. We have shifted to a visual culture.

Nor is it much of a mystery why. Yes, there are exciting new technologies: all those great streaming series and the remarkable computing power of our cellphones. But there are also recurring issues with

R E A D I N G

“

How I lived so long not knowing how to read is beyond me. I had no idea I was missing out on so much.



CARL SANDERS
Rotary Club of Kenosha, Wisconsin

“Hiding Out,” April 2016

American literacy. According to UNESCO, about 99 percent of Americans have basic comprehension, meaning they can read well enough to understand those no-parking signs. But as more complex reading skills are measured, study after study discloses disheartening statistics.

In 2019, the National Assessment of Educational Progress, which is sponsored by the U.S. Department of Education, analyzed the reading skills of about 600,000 students across the country. Only about a third of students in the fourth and eighth grades possessed proficient reading skills; since the last assessment in 2017, the average fourth grade reading score had decreased in about a third of the states — and for eighth graders, it dropped in more than half of the states. We are not making progress.

Students who struggle with reading can be expected to have difficulty reading as adults. According to a 2019 report from the National Center for Education Statistics, also part of the Department of Education, 21 percent of U.S. adults (about 43 million Americans) fall into low-literacy categories, meaning they cannot paraphrase what they've read, compare and contrast written information, or make basic inferences from what they have encountered on the page.

In that light, it's not hard to understand why we're becoming a nation in which visual communication is favored. If many Americans can't read well, the best way to reach everybody is by showing them a picture. Learning to read is a complex task, requiring years of training by skilled teachers and sustained determination by students. Understanding an image is literally an infantile skill. According to 2009 research published by the National Institutes of Health, children of less than two years can look at a picture and learn to associate a word with the object they are seeing. Visual communication is innate and thus far easier.

But easier, as we all learn, is not necessarily better. If cave paintings could say it all, humans would have had no need to develop writing. Without denigrating visual or experiential learning, educators are virtually universal in pointing out the unparalleled increases in brain function and understanding, the way knowledge pyramids, and the enhanced efficiency in learning that reading engenders.

Visual communication, by contrast, is clumsy and unfocused. A picture may be worth a thousand words — but are those the words you need to hear? I am often driven to the point of fury when I search the internet to figure out how to fix a small problem around the house, say, how to get a broken light bulb out of a socket. The top result is almost always a video. But I don't want to spend 10 minutes watching some well-intentioned DIYer turning themselves into the star of their own version of *Tool Time*. Give me written directions, I want to scream, so I can learn in a few seconds how to avoid damaging the light fixture.



The efficiency of text in communicating has clear social implications. Although I have no future in hip-hop, I like this dumb rhyme: Readers are leaders. Your typical corporate manager, pressed for time, is not going to deal with sound and lighting and editing to make a video to communicate directions to her subordinates — and she's certainly not going to do it several times a day. She is going to write a quick memo and expect it to be read carefully.

Reading and writing well are what I call “Mandarin skills,” referring to the gentrified class who controlled imperial China. For the foreseeable future, in the United States, the people at the top of the social order will read and write fluently. The law — whether it's writing contracts or legislation — is, literally, all about words. Teamwork may be essential in business, but the case studies that B-school students scrutinize are first presented in writing. Engineers must be good with numbers, but the problems they are trying to solve are shared across a large organization as words on the page.

So as I look into my crystal ball, it's inevitable that this cadre of skilled readers will include many people who enjoy reading for leisure. Given the efficiency of reading as a way to absorb information, there will always be those who believe they learn more reading the news than watching a 90-second story on TV, people who find two hours with a biography richer and more rewarding than viewing a biopic. The fact that you're reading this magazine proves my point.

Yet there is a sadder side to these predictions. What I am describing is a society in which reading and writing well are increasingly destined to be markers of class distinctions, of embedded power differentials and income inequality, and of inevitable resentments. Our increasingly visual culture is luring some Americans into a trap, a game in which they are destined always to be playing from behind. The critical issue with reading is not whether it will survive, but rather what we must do to make better reading skills universal.

A longtime lawyer and the former president of the Authors Guild, **Scott Turow** is the author of many bestselling novels, including *Presumed Innocent*, *The Burden of Proof*, *Innocent*, and *Identical*. His latest book, set in his fictional Kindle County, is *The Last Trial*.



By Mark Baker

Let's strap ourselves into our flying cars for a moment and take a ride to the year 2030 to see what the future of travel looks like.

The bad news is that we probably still won't have flying cars by then, but advances in technology will drive many of the most visible — and important — trends of the coming decade.

Some of the biggest changes will be led by improvements in biometric identification, such as facial, retina, and fingerprint recognition. Cash payments, already on the way out, will truly become a relic of the past. All you'll likely need in order to buy something is a touch of your fingertip. Hotel chains and rental car companies are already adopting these technologies to allow travelers keyless access to rooms and cars. Automated passport readers have become commonplace at many international airports. In the coming years, passengers will simply glide across borders with a scan of their faces.

The industry is set to embrace robotics in a big way too. Within the next decade, expect to see robots at hotel reception desks and airline check-in counters. Robots, aided by improvements in voice recognition tech, will “man” the phones on air carrier customer service lines. The calls may be just as frustrating as in the past, but wait times, in theory, will be cut to zero. Depending on the location, driverless cars, deployed by ubiquitous ride-hailing services, will ferry travelers from place to place.

Once at their destinations, future travelers will enjoy 24/7 voice access to their own personalized digital booking assistants. These assistants — in reality, fleets

of robots armed with reams of user preference data — will handle all the logistics of finding hotels, meals, transportation, and attractions. Travelers will interact through their mobile devices, but whether that device will be a phone, a watch, a pair of glasses, or something we haven't come up with yet remains to be seen.

By 2030, the use of augmented reality (AR) and virtual reality (VR) technology will have become ubiquitous. With AR tech, computer-generated information can be superimposed on real-world objects. Travelers will need only point their devices at famous buildings or natural wonders to receive visual or audible overlays about what makes a place so special. Advances in VR tech — essentially computer-generated simulations of real-world experiences — may force us to alter the definition of travel itself. In a few years, anyone will be able to “travel” anywhere simply by slapping on a headset.

Beyond technology, the COVID-19 pandemic and its aftermath will drive several important trends over the coming decade. In 2020, the pandemic sent the high-flying travel industry into a tailspin. Travelers reacted by staying closer to home and favoring, where possible, car over air travel. By 2030, fear of the pandemic will long have been in the rearview mirror, but lingering concerns over health and safety will continue to spur demand for activities, such as camping and RV tourism, that are perceived as carrying lower risk.

A travel writer based in Prague, **Mark Baker** has authored about 30 guidebooks published by Fodor's, Frommer's, Lonely Planet, and others. His travel writing has also appeared in *National Geographic Traveler*, the *Wall Street Journal*, *Wanderlust*, and other publications.



Thanks to the coronavirus, “hygiene” checks — much like the enhanced security procedures after the 9/11 terrorist attacks — will stay with us throughout the 2020s. Depending on the destination and situation, this could mean more frequent spot temperature checks at airports or requirements to provide vaccination records or certificates proving a passenger is disease-free. Some of this data will likely be built into passengers’ biometric profiles. Look for airlines and hotels to capitalize on the cleanliness craze by offering added-cost hygienic cabin upgrades or more expensive “deep-cleaned” suites.

Not all the effects of the coronavirus will prove to be entirely negative. One silver lining will be to encourage the industry to give more weight to sustainability over rapid growth. The year 2019 had been record-breaking in terms of numbers of travelers, but with too many people taking too many trips, the planet’s most popular destinations were suffering from serious cultural and environmental degradation.

Look for towns and cities to limit the numbers of visitors. Popular destinations like Amsterdam have already taken such steps, and other places will follow suit. Municipalities will also try to restrict the activities of room-share services like Airbnb, which greatly contributed to runaway growth in the sector in the past decade. On the environmental side, two of the industry’s biggest climate offenders, airlines and cruise operators, will come under increasing pressure to adopt zero-emission or carbon-neutral technologies. Planes of the future will run on hydrogen fuel; cruise ships may go 100 percent electric.

The combined effects of these measures may be to raise overall travel costs, and by 2030, travelers will likely plan fewer long-distance journeys. The good news, though, is that the trips they do take are likely to be more enjoyable and better for the planet.

“
That year in Osaka
shaped my life.
It gave me an
incredible foundation
and the courage
to travel the
world and spread
my wings.”



ANTONI SŁODKOWSKI
Rotary Youth Exchange, Poland to Japan

“Passport to Adventure,” September 2020

Courtesy of Antoni Słodkowski

LANGUAGE

It is perhaps an occupational hazard for people like me — the writers and editors of dictionaries — that we get forwarded every article that bemoans the state of language today.

And boy, howdy, there is a lot of doomy and gloomy ink spilled on the subject. Texting is ruining language! Or social media is — or the internet, or business jargon, or young people and their inherent mush-mouthed laziness. Some countries are so worried about the decay of their revered native language that they set up academies to gatekeep which words get a seal of approval and which words should be jettisoned. In other areas of the world, language is a litmus test, an easy way to draw a line between “us” and “them.” Language is delicate and fraught. So it may surprise you, then, to hear that language even has a future, or that those of us whose job is to track and study language are optimistic about its future.

This is not just because linguists, lexicographers, and language historians would be out of work should language fail utterly. It is, in part, because complaints about the death of language have been around almost as long as language itself. William Caxton, a well-known English printer, complained that English had changed so much since he was young that native speakers could barely understand each other. His

WORLD'S MOST SPOKEN LANGUAGES

Native language	2nd language
1 Mandarin	1 English
2 Spanish	2 Hindi
3 English	3 French
4 Hindi	4 Mandarin
5 Bengali	5 Indonesian
6 Portuguese	6 Russian
7 Russian	7 Urdu
8 Japanese	8 Swahili
9 Cantonese	9 Spanish
10 Marathi	10 German

There are 274 million speakers of regional varieties of Arabic, making it the world's 6th most spoken language.

SOURCE: Ethnologue

complaint was written in 1490. A century and a half before that, the monk Ranulf Higden complained that the English language had been so degraded from its contact with the Danes and the French, who had taken turns running different parts of Britain in the early Middle Ages, that it was now nothing more than a lot of inarticulate grunting. Sound familiar?

At the heart of those complaints, historical and modern, is a misbelief that language is an ideal, pure thing that exists outside of us sloppy humans. But language is entirely human: It is our creation, driven by our collective need to tell each other things. And just like people, it changes. It must, or it dies.

No one, it's worth noting, likes change.

So we resort to nervous finger-wagging and pearl-clutching, all in the name of "saving language" — from what varies, but one popular bugbear is technology. This stands to reason: Technology introduces a lot of new terminology, and it influences culture quickly and profoundly. Let me put you at ease: Texting, social media, the internet, and smartphones are not destroying language but expanding it, just as the technology of the past (color TV! pinball! Atari! eight tracks! moon boots!) did. Literacy rates around the world have been steadily rising, according to UNICEF, in spite of the scourge of modern electronics, and entire linguistic careers have been made on analyzing the complex grammar of internet language.

Besides, half of the "degradations" that we blame on modern technology are much older than cell-phones or computers. "OMG," that oh-so-modern texting abbreviation, is over 100 years old. It was first used in 1917, in a letter to Winston Churchill. Same with "IDK," which stands for "I don't know." That was used by American soldiers during World War I to make fun of new recruits. Your grandparents were ruining language before you were even born.

We talk of "language," but which language? There are thousands of languages in the world, each lovely and elegant in its own way, but when we talk about global languages, we tend to default to English. It is, after all, one of the most studied languages today, with more than 1.5 billion learners worldwide. And for all its frustrations and irregularities, it is — and always has been — a very accommodating language. The old joke is that English follows other languages into alleys and steals vocabulary from their pock-



ets, but that's far too mean-spirited and mercenary. I think English is part of a clutch of housewives exchanging recipes: *In our family, we make the cookies this way*, and eager bakers lean in to learn new techniques. So it goes with English. In our language, say the Danes, we call that feeling of cozy contentment *hygge*, and English rolls the word around in its mouth, trying it out. English says it needs to get back and relieve the babysitter, and Danish perks right up: What's that word again? Language growth is a give-and-take proposition, with words and bits of culture swapped and adapted like Grandma's snickerdoodles.

If English is a global language, it is only because we are a global community in ways we never imagined we would be. We check in with friends around the world by scrolling through their social media posts while drinking our morning coffee; we chat with colleagues in different hemispheres in real time; we finish our workday and click on the cable TV or a streaming service to watch our favorite imported (possibly subtitled) comedy. During the pandemic, this habit of instantaneous communication, underlaid by language, has been a literal lifeline for some, providing the isolated with health care, education, or a friendly voice when there's no one else around.

Language has a future because humanity has a future, and its future will mirror that of its users: unexpected, wild, resilient, amazing. The language that is yet to come likely won't set the naysayers at ease — but it will certainly outlast them.

Kory Stamper is a lexicographer and author. Her bestselling book, *Word by Word: The Secret Life of Dictionaries*, chronicles her career defining words for Merriam-Webster and beyond, and her writing on language has appeared in *The Guardian*, the *New York Times*, and the *Washington Post*.

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English is a living language. When members of an older generation harp on those who are younger simply because they do not like the newer slang, it causes a rift.



KIMBERLY LILLY | Rotary Club of Jackson-Williamson County Sunset, Illinois

Inbox (letter on "Wishful Thanking"), October 2019



By Jonathan Foley

To some people, the term “environmentalist” seems to be a dirty word. In their minds, it denotes starry-eyed zealots who chain themselves to trees.

Or perhaps they envision out-of-touch elites who care more about spotted owls and humpback whales than people, self-centered activists who want to tell others how to live their lives, run their towns, and operate their businesses.

But that’s a wildly out-of-date assumption. Today, environmentalism has evolved into a much more helpful and engaging field. It’s a diverse community that looks to improve the lives of everyday people, as well as safeguard the natural world and our collective future. In addition, over the past couple of decades, rather than merely harping on the environmental problems facing the world, environmentalists have shifted more of their attention toward practical solutions. And they have done that by keeping the focus on people and their collective well-being.

While it’s important to recognize the challenges facing the environment — and there are many — it is even more important to shine a light on the potential solutions to those challenges, especially those solutions that can benefit society by creating jobs, improving health, and making people more prosperous and resilient. That’s where the future of environmentalism lies. For example, addressing

climate change will spur deep investments in energy efficiency, renewable energy, improved transportation systems, smarter buildings, better materials, a healthier food system, and more sustainable forms of agriculture. All of these have the potential to create new jobs, foster new economic opportunities, and generate huge savings and new sources of income.

In the future, as we address our environmental challenges, we can build smarter, more efficient ways of doing everything. We can build more efficient homes that save energy and money for everyone. We can design smarter and more efficient vehicles that emit no pollution; save fuel and money; and are safer, cheaper to run, and more fun to drive. We can reduce food waste, promote healthier diets, and help farmers become more sustainable and more profitable, even as we help to repair our broken food system and curtail its negative impact on the environment.

The idea that we need to trade a healthy environment for a thriving economy is simply wrong. In the future, we can improve the environment and the economy through bold new thinking, innovation, and collaboration. It’s essential that we do that. As Gaylord Nelson, the former senator and governor of

ENVIRONMENT

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Caring about the environment goes toward our ultimate mission, and we should give it the importance it deserves. As a humanitarian organization, we're obligated to talk about it.



BARRY RASSIN | 2018-19 RI president
“Why Climate Change Is Rotary's Business,” April 2019

Wisconsin who founded Earth Day in 1970, famously said, “The economy is a wholly owned subsidiary of the environment.”

Nelson was absolutely right. At the most fundamental level, our economic systems are built on the environment. Clean water, breathable air, a stable climate, abundant resources, places free from toxins: These are all requirements for a healthy economy. A world where water and air are polluted, or where storms, fires, and heat waves are frequent, or where basic natural resources — water, food, fiber, and fuel — are running out, is a world headed to economic ruin.

Improving the environment is crucial not only to the well-being of the planet but to the health of the billions of people who inhabit it — another shift, over the past few decades, in the focus of environmentalists. Let's step away from our focus on solutions for a moment and look at some examples of the tremendous challenges we face as we move into the 2020s. Look at the impact of the recent fires in California and Australia on the health of tens of millions of people, forcing entire families to take shelter inside for weeks as a precaution against dangerous air pollution levels. Or consider the devastating toll that toxic drinking water can take on all the residents of a single town, as we saw — and continue to see — in Flint, Michigan. And look at the effect of severe and prolonged heat waves on our most vulnerable neighbors, particularly the elderly and those with underlying health conditions.

A degraded environment doesn't just degrade our health; it also undercuts our security. In a world where

extreme weather events and natural disasters are more common and more lethal, growing environmental pressures, including those resulting from climate change, may force large numbers of people into extreme poverty or send them fleeing from their homes into other countries as environmental refugees. Such shocks could overwhelm entire nations and cause severe instability in numerous parts of the world.

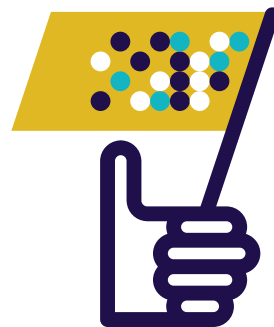
In short, without a healthy environment, and without a long-term commitment to maintaining that healthy environment, we cannot have a healthy and thriving society. But let's take a positive approach to this: If we are smart about it, addressing the most critical environmental issues facing us today is an opportunity for us to reinvigorate our economy and our communities. As Rotarians embark on a bold program of new environmental initiatives, it is crucial to keep this in mind. Solving environmental problems is a welcome chance to fix some of our out-of-date and broken systems and replace them with ones that are safer and fairer. In the process, we can create a world that is healthier and more prosperous for us and our children. Can there be any better future than that?

Jonathan Foley is the executive director of Project Drawdown, a leading resource for climate solutions. A climate and environmental scientist, educator, writer, and speaker, he was the 2014 recipient of the prestigious Heinz Award for the Environment.

Alyce Henson/Rotary International

ENVIRONMENTALISM

By Joe Otin



Joel and I were locking horns in a lively debate about leadership. We had just completed a round of pickup basketball on a warm Nairobi evening.

We dived into this philosophical contest despite our aching limbs and utter fatigue. His team had won the game, and I was determined to triumph now.

Swiss-born Joel, a PhD student, headed up health research in the international company we worked for. I had gotten to know him over the years and had observed in him a rare analytical capacity and an intelligence of the highest order. When I eventually invited him to join my Rotary club, he proved deft in making positive and lasting changes and led the service projects committee to great successes.

As we debated, I argued that to achieve their aims, leaders must be results-oriented. “They should define clear goals and drive their teams hard in order to meet them,” I said as I gulped my water. “A leader’s capacity is ultimately measured by the outcomes that he or she achieves.”

Joel grabbed his bottle and splashed water on his face to cool down. “On the contrary, a leader’s accomplishments are defined by the quality of his people and their ability to rally around the cause,” he argued. “You can’t teach leadership — it is a process of continuous learning. You must first gain a

skill, and it is only then that you can seek leadership in that field.”

I disagreed. “There are hundreds of leadership courses offered by respectable institutions across the world,” I countered, holding firmly to my views. “Surely they can’t all be wrong?”

In response, he elaborated on the distinct differences between management or administrative skills and what many refer to as leadership.

As we packed up our things, I had the sinking feeling that I had lost the night’s second contest. I therefore asked a rhetorical question: The concept of leadership that he espoused was from the last century, but had he taken time to think about the type of leadership that will emerge in this century?

We waved goodbye and went our separate ways, but the question lingered. Maybe the answer lay in the question itself. Life is about cycles, and we should determine what point of the perambulation we have reached with regard to leadership. This may provide clues for the next generation. We have shifted from the requirement of perfecting a craft to a somewhat Machiavellian focus on results. Per-

A past governor of District 9212 (Eritrea, Ethiopia, Kenya, and South Sudan), **Joe Otin** is Rotary’s representative to the UN Environment Programme. The CEO of The Collective, a digital ad agency, he is chairman of the Advertising Standards Board of Kenya.

LEADERS

haps our future rests in returning to the former.

Phil Jackson, the legendary coach of the Chicago Bulls and Los Angeles Lakers basketball teams, comes to mind. From his achievements, it is undeniable that winning championships was important to him. However, his enlightened style led his players to understand that he was even more interested in their personal development and in elevating their skills to the highest level.

Jackson had the uncanny ability to understand the potential of his players, and he was focused on ingraining in them personal responsibility for their growth. The result of this, together with the establishment of a brother's-keeper team culture, was perhaps the greatest series of achievements in sports history.

Another idea we can derive from Jackson's experience is the desire for his players to make better decisions on the court. Through intense drills, watching and discussing videos of past games, and a touch of meditation, his team members came to understand their natural tendencies and made commitments to incorporate alterations. In this way, he decentralized the decision-making and inculcated a more participatory style within the group. Everyone knew that their actions on the floor had an impact on the performance of the team as a whole.

At the same time, the overarching cause was not lost on the team members, who came from different backgrounds and countries. It was clear to them that they were there for the millions of fans who watched them every night, as well as for what those moments meant.

The child whose soul aches for greatness and in whose heart inspiration has been planted; the manager who, like me, gains insights into group dynamics based on the play; the friends who stay close because of their love of the game; or the majority who come for pure entertainment: Everyone comes to the game for a different reason, and it is the team's duty to give their best every day to meet those expectations. It is a language that the whole world understands.

An unlikely debate on a basketball court leads me to think that three things are crucial for our future leaders: that they understand the means are as important as the ends; that they use a decentralized and participatory style of management; and that they apply a multicultural approach to solving the world's problems.

Frank Ishman

Looking forward:

THE FUTURE OF ENTREPRENEURSHIP

After I finished my university studies

in industrial engineering, it was difficult to get a job in Colombia. Instead, I co-founded a small company that offered business services such as transportation and financial advice. Later, we began to offer a new service: helping small entrepreneurs structure their business plans and apply for low-interest lines of credit. Next we began to train entrepreneurs, primarily women, in small-business management. We also added a microloan program.

As a consequence of the pandemic, small entrepreneurs need more support. They are having difficulty meeting their financial obligations — and without working capital, they're struggling to keep their businesses afloat. Unfortunately, the sophisticated technologies now associated with many successful startups undercut the social objective of microfinance. We cannot forget that not all would-be entrepreneurs have access to advanced technology. Rotarians can alleviate those deficiencies by involving themselves in local economic and community development projects. What's more, The Rotary Foundation's Cadre of Technical Advisers can play a significant role by helping clubs and districts structure and monitor their service projects. That way, entrepreneurs around the world will find a willing and skillful partner in Rotary and Rotarians. Working together, we can lay out a path that will lead to a future of growth and success.

One of the Foundation's 2020-21 Cadre of Technical Advisers leaders, **Juliana Corredor González** is a member of the Rotary E-Club of Latinoamérica, Mexico. A resident of Colombia and the executive director of a nonprofit that supports vulnerable communities, she is an industrial engineer specializing in marketing management, microfinance, and entrepreneurship.

HIP

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So many people came up to me and said, 'You have such a unique perspective and so many skills that we don't have. We would love to learn from you.'



LAUREN HEINONEN | Rotary Club of Ann Arbor, Michigan

"Fresh Perspective," August 2020



By Quentin Wodon

Migration has been at the core of people's adaptation to their environment for millennia. But over the past few decades, as the world has globalized and urbanized, migration flows have greatly increased.

The United Nations estimates that the number of international migrants reached 272 million in 2019, an increase of 51 million since 2010. Internal migration is also at unprecedented levels and expected to continue to grow, typically from rural to urban areas. Today, 55 percent of the world's population lives in urban areas. By 2050, this share is expected to increase to 68 percent.

Migration has traditionally generated substantial benefits for individuals and families, whether they moved within their country or sought other opportunities abroad. In particular, money sent by migrants has been a key source of income for families back home, lifting tens of millions and possibly hundreds of millions of people out of poverty. Migration, even when fully voluntary, has not been without risks for migrants and their families. But on balance, it has often been a positive force for migrants, their families, and their communities.

In the future, the situation may well be different. The willingness of receiving areas to welcome migrants has been weakened because of a range of factors, including the perception that migrant flows, especially when substantial, may affect job opportunities for local residents. Whether this is the case is hotly debated in the academic literature and depends on local circumstances. But whatever the actual ef-

fects of migrant flows may be, these perceptions have contributed to more governments imposing restrictions on international immigration. There have been concerns about internal migration as well: Without appropriate policies and planning, the ability of cities, especially in low-income countries, to absorb new migrants may be more limited than in the past, with risks for social cohesion.

Another major challenge is the rise in forced displacement. The latest global report by the UN's High Commissioner for Refugees (UNHCR) estimates that in 2019, 79.5 million people were forcibly displaced. That figure includes 26 million refugees, 45.7 million internally displaced persons (IDP), 4.2 million asylum seekers, and the nearly 4 million Venezuelans displaced abroad. This is a dramatic increase in forced displacement from the estimate of 41.1 million in 2010. Cumulatively, just over the past decade, 100 million people have been newly displaced (some have returned home since). Refugees, IDPs, and "other persons of concern" (to use the terminology of UNHCR) are among the most vulnerable individuals and families in the world. Unfortunately, their numbers are expected to increase further in the future, in part because of the impact of climate change. The challenges that the world will face related to future migration, and especially forced displacement,

The president of the Rotary Club of Washington Global, D.C., **Quentin Wodon** is a lead economist at the World Bank. He is spearheading the creation of a Rotary Action Group devoted to refugees, forced displacement, and migration.

GRATIION

will be daunting. This does not mean that they cannot be met. Governments and international development agencies can implement a range of policies to help manage migration flows and support growing cities. Targeted programs for migrants, especially for education, health, and social protection, also have a role to play. But in addition, ordinary citizens and civil society organizations, including Rotary clubs, can make a difference.

Rotarians can help in two ways. First, they can develop projects that support migrants, refugees, and IDPs. At the 2019 Rotary Day at the United Nations in New York, five Rotarians and a Rotary Peace Fellow were recognized for their work in this area. In Germany, Bernd Fischer aided the integration of Syrian refugee women by providing child care, job training and placement, and mentoring in their own language. In Bangladesh, Hasina Rahman supported Rohingya refugees through an outpatient therapeutic center. In Indonesia, Ace Robin led community efforts to respond to earthquakes through emergency support, temporary housing, and other services. In Turkey, Ilge Karacak-Splane helped Syrian refugees living in camps, initially providing shoes and socks, and later assisting with health and education.

In Lebanon, Lucienne Heyworth works with refugees to provide education in emergencies. In Brazil, Vanderlei Lima Santana welcomed and cared for Venezuelan refugees. These individuals demonstrate how Rotarians and clubs can make a real difference on the ground.

A second role that Rotarians and their clubs can play is perhaps less salient, but no less important: It relates to raising awareness and serving as advocates. In many cases, the willingness of individuals and communities to welcome new migrants is challenged by common perceptions that an influx of migrants may have negative effects. In reality, the academic literature suggests that migrants often have positive effects on their new communities. Even when there are risks of negative effects, these can be managed. Rotarians and their clubs can educate themselves and others on these issues through simple means such as sharing a meal or a conversation with refugees, organizing a movie night to watch a great documentary, or providing a voice to refugees by enabling them to speak about their experiences at local Rotary club meetings and other venues. By learning from the refugees who live in our midst, we can help change minds and hearts — including our own.

THE DISPOSSESSED

At the end of 2019, the top source countries for displaced persons (in millions):

- 1 Syria: 6.6
- 2 Venezuela: 3.7
- 3 Afghanistan: 2.7
- 4 South Sudan: 2.2
- 5 Myanmar: 1.1

SOURCE: UNHCR

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Rotarians understand that to have the most impact, we need to learn from other cultures. As global grant scholars, that's what we aim to do — during our studies, and afterward.



LEVI VONK | Rotary global grant scholar

“On the Tracks of the Beast,” November 2017

In August, on the 100th anniversary of the ratification of the 19th Amendment, Gloria Steinem¹ appeared on the *PBS NewsHour* with a timely reminder. “There are two things, history and the past,” she said, “and they are not the same.”

1
An activist, author, feminist, and journalist, Steinem is a co-founder of *Ms. magazine*.

2
Becker's observations appeared in a 1931 speech, “Everyman His Own Historian.”

3
Tuchman, who died in 1989, won the first of her two Pulitzer Prizes for *The Guns of August*.

4
The *New York Times* launched its 1619 Project, about the long-term repercussions of slavery in the United States, in 2019.

Like Kurt Vonnegut's Billy Pilgrim, senior editor **Geoffrey Johnson** occasionally becomes unstuck in time.

Ninety years ago, Carl Becker,² a historian and historiographer at Cornell University, made a similar distinction. There were always, he insisted, two histories. The first — the past — is “the actual series of events that once occurred”; it remains “absolute and unchanged — it was what it was whatever we do or say about it.”

On the other hand, “history is the memory of things said or done.” It is not the things themselves. Furthermore, unlike the past, which is fixed, history is not static. It is, Becker asserted, “relative, always changing in response to the increase or refinement of knowledge” — and, I would add, in response to any change in perspective applied by the historian.

Barbara Tuchman³ acknowledged that when she talked with a group of students from the City College of New York about *The Guns of August*, her 1962 history of the opening weeks of World War I. She showed them the thousands of index cards on which she had written information gathered during her research for the book. “History is written by which cards I select for filing,” she said, “and in what order I file them.”

Note that Tuchman said “history” and not “the past” when talking with the students. Like Becker, she understood how the two differed, as did Steinem when she offered her timely reminder on the *NewsHour* — timely because, in this era of “truthful hyperbole” and “alternative facts,” of lives lived in an “eternal now” devoid of both history and consequences, the distinction between the past and accounts of that past is as important as it has ever been.

In this contentious present, as the 1619 Project⁴ (“the United States is a nation founded on both an ideal and a lie”) goes toe-to-toe with the 1776 Commission⁵ (“our youth will be taught to love America with all of their heart and all of their soul”), people might wish for an arbiter that could dispassionately rule on exactly what did and did not happen in America's past. Discussing that option some 150 years ago, Mathew Brady⁶ and Walt Whitman,⁷ the shadow catcher and the barbaric yawper, thought they had an answer: photography, “a history from which there could be no appeal.” Try telling that to folks who have analyzed the Zapruder⁸ film frame by frame, over and over and over again.

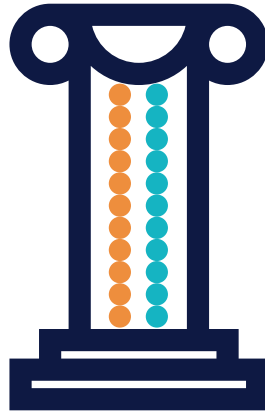
Let's try a different approach: Imagine the past as

5
President Donald Trump introduced the 1776 Commission last fall at the National Archives.

6
Brady (circa 1823-96) photographed Civil War battlefields and prominent 19th-century Americans.

7
Whitman (1819-92) devoted his life to writing, rewriting, and expanding *Leaves of Grass*.

8
Abraham Zapruder filmed a home movie that captured the assassination of President John F. Kennedy.



9

White is a past president of the Organization of American Historians.

10

Gordon-Reed published *Thomas Jefferson and Sally Hemings* in 1997 and *The Hemingses of Monticello* in 2008.

somebody else's future. Richard White⁹ made that suggestion in *Railroaded*, his account of the trans-continental railroad. "We need to think about what did not happen in order to think historically," he wrote, extolling the merits of counterfactual cogitation. "Considering only what happened is ahistorical, because the past once contained larger possibilities, and part of the historian's job is to make those possibilities visible; otherwise all that is left for historians to do is to explain the inevitability of the present. ... To deny the contingency of the past deprives us of alternative futures, for the present is the future's past."

As White juggled hypothetical futures, others contemplated alternative pasts. "History is to a great degree an imaginative enterprise," wrote Annette Gordon-Reed,¹⁰ a Harvard professor who, in two books, imagined a new history for Sally Hemings and her descendants. For nearly 200 years, most historians had denied the possibility that Thomas Jefferson had had children with Hemings, one of his slaves. Yet Gordon-Reed, reasonably relying on documentary evidence, posited another possible past for Hemings, one in which she and Jefferson not only had children together but had a nearly four-decade relationship that "resembled a form of marriage." Today, that newly imagined history prevails.¹¹

In addition to its immutability, the past has another constant characteristic: It recedes. "All our yesterdays diminish and grow dim," said Becker. "So that, in the lengthening perspective of the centuries, even the most striking events ... must inevitably, for posterity, fade away into pale replicas of the original picture."

In that sense, perhaps Carl Sandburg¹² was right. "I tell you the past is a bucket of ashes," he wrote in "Prairie," the opening poem of his 1918 collection, *Cornhuskers*. Maybe, though Frederick Douglass¹³ thought otherwise. "It is not yet too late to retrieve the past," he told a large audience in New York City in February 1863. In the context of that speech, delivered five weeks after Abraham Lincoln signed the Emancipation Proclamation, Douglass' "retrieve" meant not only to remember and reevaluate but to redeem. That same task presents itself today, the necessity of ensuring that past inequities are not merely recalled but remedied, and that those ideal futures, formerly imagined, are made real. And that is the future of the past. ■

11

The results of DNA tests, released in 1998, left little doubt that Jefferson was the father of at least one of Hemings' children.

12

Sandburg (1878-1967) won the first of his three Pulitzer Prizes for *Cornhuskers*.

13

Douglass (1818-95) made this remark in a speech delivered at New York's Cooper Union.

OUR CLUBS

VIRTUAL VISIT

Water, water, everywhere

Rotary E-Club of WASH,
D9980

When Neil Van Dine moved to Haiti with plans to start a school, he thought he would stay about 18 months. That was 31 years ago. In that time, he not only started that school but also has gotten involved in reforestation work, taught farmers about erosion control, started a seed bank, distributed solar ovens, and provided wells to communities in need of water. He now runs a non-profit, Haiti Outreach, that is working with Rotary on an ambitious program, called HANWASH, to provide clean water to every household in Haiti.

Van Dine's dedication to humanitarian service made him an ideal candidate for Rotary, but the time commitment of membership got in the way. "My work takes me all over the country, so I couldn't make a meeting each week," he explains. But he had always networked with Rotarians, and it was at the Rotary International Convention in Atlanta in 2017, when he attended the World Water Summit organized by the Water, Sanitation, and Hygiene (WASH) Rotary Action Group, that he heard the action group's chair emeritus, Ron Denham,

mention the WASH e-club. Van Dine decided to join on the spot.

"Our members span from New Zealand to Mexico to the United States to Canada to Europe to Africa," says Heidi Rickels, club president. As co-founder of Freshwater Project International, a nongovernmental organization (NGO) that carries out water projects in Malawi, Rickels also worked with Rotarians, but she wasn't able to commit to a club until becoming a charter member of the e-club in 2016. "I was too busy, and it was too expensive to commit with a young family," she explains. This club is a great fit for young professionals like her, she says, because with no meal, the dues are less expensive, and since members can log on from anywhere, the time commitment is manageable.

The club's membership is a highly skilled group of water and sanitation professionals. "I may be the only member without a PhD," says Geoff Elliott, an environmental scientist based in Colorado who's helping spearhead the club's ambitious effort to build a series of apps to map water and sanitation projects around the world in order to create a database of community needs. "With better, more consistent community assessments, we can improve the outcomes of global grants," he says. "Our first step is to get projects and community needs better organized, documented, and shared worldwide."

"In a community Rotary club, your common thread is what's going on in that town," says Van Dine. "The common thread for us is WASH and our combined knowledge and worldwide reach." He appreciates having a group of friends with whom he can discuss

Vital statistics

▶ **Chartered:** 2016

▶ **Membership:** 29

What does WASH mean?

WASH is an acronym for water, sanitation, and hygiene. In many parts of the world, the basic need for clean water and sanitation systems is unmet.

▶ **579 million people** do not have access to an improved drinking water source.

▶ **1.4 billion people** lack an improved sanitation facility.

▶ **673 million people** still practice open defecation.

▶ **More than 1,000 children** under age five die each day from diarrheal diseases that are preventable with improved water, sanitation, and hygiene.

What is Rotary doing?

Water, sanitation, and hygiene is one of Rotary's areas of focus; learn more at rotary.org/our-causes. Find out what the WASH Rotary Action Group is working on and join at wasrag.org. Rotary International and USAID are also working together on water, sanitation, and hygiene projects in developing countries; read about the partnership at rotary.org/usaid.

even the smallest details, he says, noting that he once had a 15-minute conversation with a fellow member about valves. "Pretty much everyone in the club has



their own project that they're working on in different parts of the world, but the knowledge that we share, and the speakers we can engage, benefits all of us," he says. "Our combined network is huge."

The club meets at two different times on alternate weeks via Zoom — for those on the East Coast of the United States, the meeting times are Tuesdays at noon and Thursdays at 8 p.m. "On Thursday, it's happy hour for me, and for members in New Zealand, it's Friday coffee," says Elliott. For members who can attend only one of the meetings, the club tries to find speakers who can present at both; when that's not possible, the speaker's presentation is recorded and shared. When COVID-19 forced more Rotary clubs to move to virtual meetings, the WASH club didn't miss a beat. "We've been meeting

by Zoom already for years," Elliott says. "We're a very close-knit club, but most of us have never met in person."

The lack of face-to-face interaction is one of the few disadvantages of the club, says Rickels, but members routinely gather to chat on Zoom before their meeting starts. In September, a virtual trivia night fundraiser — with topics that included Rotary and, of course, water — provided another opportunity for fun, she says, and raised money for WASH projects. Club members also connect with Rotary clubs in their area, volunteering on local projects and fundraisers.

As the club enters its fifth year, Rickels says plans include getting more involved with projects as a partner club on Rotary Foundation grants. So far, the club has one ongoing global grant project: a WASH in Schools initiative in Nigeria. But many members also act as project consultants. Part of staying connected to local Rotarians, says Elliott, is "helping community-based clubs that want to do WASH projects."

Rob Overly, an architect who has been part of the club since its inception, compares building a new club to building a business. "Your first couple of years, you're struggling," he says. "As we go going, people started to hear about

us, and now we have members who run NGOs, who are academics, and who are involved in water." Overly, who now lives in Missouri, was a member of the Rotary Club of West Jacksonville, Florida — and the point person for that club's water projects — until he moved to New Zealand. There, he connected with WASH action group members who were starting the club specifically for Rotarians involved in water and sanitation. "As soon as I put my feet on the ground in New Zealand, they got me," he says.

"I love the club because it's networking, it's supporting each other, it's sharing knowledge," says member Nancy Gilbert, executive director of a nonprofit called Transform International. "It's a very useful and positive experience, and it allows me to stay fully involved with Rotary without taking time away from my career."

Adds Elliott: "Since I joined, I've learned a tremendous amount about WASH and about Rotary. I feel like I'm part of something important, and I'm humbled by the talent of the people I'm working with."

—VANESSA GLAVINSKAS

“The knowledge that we share, and the speakers we can engage, benefits all of us. Our combined network is huge.”

Club member Geoff Elliott (in black vest) helps residents of Malingua Pamba, Ecuador, install a prototype filter to provide clean water.



FOUR QUESTIONS

Return engagement

When clubs cultivate relationships with Rotary alumni, both sides benefit

It's always a pleasant surprise for Rotarians to meet someone who notices their Rotary pin and then to learn that the person was once a Rotary Youth Exchange student or Rotary Scholar. These conversations with Rotary alumni are great reminders of how many lives Rotary has had a positive effect on.

Rotary alumni can also have a positive effect on the organization, and many are looking for ways to reengage with Rotary. Chris Offer, a past governor of District 5040 in British Columbia, has seen firsthand what Rotary Peace Centers alumni can bring to the table. He and his wife, Penny, also a past governor of District 5040, were so impressed with the peace centers program that they established an endowment fund to support it; Offer now serves on the Rotary Peace Centers Committee. And peace fellows are only one part of the community of Rotary program alumni. One of them could make a fantastic speaker at your next meeting, bring valuable expertise to your club project, or be a great addition to your membership.

1 Why engage with program alumni? There's a great opportunity for Rotary clubs to hear firsthand from alumni — whether it's Rotary Peace Fel-

lows, Youth Exchange students, Rotaractors, or Rotary Scholars — about their challenges and successes. They've been there, they've done that, they've worked in the field. They can relate their experiences personally, not in an abstract way. Some alumni have incredible stories about how the experience changed their lives.

2 What is the best resource for contacting peace centers alumni for speaking engagements? The Rotary Peace Fellowship Alumni Association (rpfaa.org) launched an online database last year. The database is voluntary in terms of who wants to be listed on it, so privacy restrictions aren't an

“Some alumni have incredible stories about how the Rotary experience changed their lives.”

issue. And remember, peace fellows can be consultants as well as presenters. They aren't just potential speakers to a club or at a conference. The database has a brief description of what kind of consulting they can do and where their expertise lies. If you're doing a water project, you may need an engineer. If you're dealing with a peace initiative, you should have someone who can help you avoid faux pas that can arise from cultural differences. Peace fellows bring all sorts of skills and can be a valuable resource.

3 What is the procedure for contacting alumni to speak at meetings or events?

There are no do's and don'ts. Getting hold of most alumni can be more challenging than contacting peace fellows, because we still don't have those types of databases readily available for other alumni. If you want a recommendation for a good alumni speaker, the district alumni chair would be a smart place to start, or any of our youth program chairs. If you're interested in hearing about a vocational training team, you could contact a district grants chair. There are district chairs related to various alumni activities who can help connect you. Keep an eye on who is speaking at other clubs by following them on Facebook and Twitter and be sure to check the social media of the alumni groups. That may give you a lead on a potential speaker.

4 Many clubs have shifted to virtual meetings. How has that changed our engagement with alumni?

Alumni are everywhere around the globe, and with Zoom you can have a speaker from anywhere in the world. People are more available, and alumni are very willing in most cases. Our club had a peace fellow speak to us from London. You could have your Rotary Youth Exchange student talking to you live from a foreign country instead of sending a letter. Whenever the “new normal” finally arrives, one of the legacies for Rotary clubs will be having remote speakers.

— PAUL ENGLEMAN

Rotary's alumni relations team is always ready to help you connect with alumni and answer your questions about engaging them in your club or district projects. Write to alumni@rotary.org.

TRIBUTE

Renaissance man

Remembering 1996-97 RI President
Luis Vicente Giay

By K.R. Ravindran

Luis Vicente Giay, the 86th president of Rotary International, has gone, leaving us with wonderful memories. He was adored by the Rotary world and was the doyen of South American Rotary. A man of great wisdom and a huge capacity to love others, he used to say, "Civilization is like a big building made out of bricks, thousands and thousands of bricks. Each of us is a brick supporting the grand structure we call humanity." That's why his theme was *Build the Future with Action and Vision*. He actually distributed a brick to each of his district governors.

Luis and I shared a love of rally car racing. He was very good and became a

champion at a high level of competition. The story goes that at the starting grid at one of his races, he saw a bright young woman with brown eyes and long hair in the next car, navigating for her father. Luis used to say that in that second he knew this woman was going to become his wife. He never told me whether he won or lost that race with such a distraction.

Celia, vivacious and charming, has distinguished herself in her own right, as a teacher, a music professor, a journalist, and the 2014-15 vice president of Rotary International, a position she achieved with the unyielding support of her devoted husband. They made a dashing couple.

Luis' career in Rotary began when he became a member of the Rotary Club of Arrecifes, the town where he was born, near Buenos Aires. He was 22 years old; at that time, most of the other members were old enough to be his father or even his grandfather.

When I first met Luis in 1993, I recognized in him the qualities of a born leader and a complete man: his deep knowledge of Rotary; his ability to quickly assess a person and adjust to that person's level; his superb speaking skills in English, Spanish, and Portuguese; and his unmatched social skills — adroit on the piano, deft at the barbecue, and light on his feet on the dance floor.

He was a certified public accountant and a businessman. But most of all, he was a leader. He was not a pessimist who complains about the wind, nor an optimist who expects the wind to change, but a leader who adjusts his sails to the wind. I used to call him *El Capitán*.

When Luis was nominated as president, he put me on the committee to develop his theme. The chair of the committee was Past RI Director Howard Vann and the vice chair was Past RI President Paulo Costa. I saw the masterful way Luis steered the committee without usurping the position of the chair. It was also good to see the great friendship between Paulo and Luis. When Paulo was president, Luis had served as his aide.

When I served on the Board of Trustees of The Rotary Foundation in 2006, Luis was chair, and he put me on the Investment Committee. After the first meeting, I went up to him and asked to be relieved from the committee, as it was much too complex for me. He said, "When you become president, you will need to know about investments. So stay there and learn the subject!"

When Luis was president, the chair of the Foundation Trustees was Raja Saboo. Those two made a powerful team: They were the original architects of the Rotary Peace Centers, and they were in South Africa with Nelson Mandela to launch the Kick Polio Out of Africa campaign. Luis also steered the Future Vision Committee of the Foundation for several years. He had a clear vision of what was needed and where the Foundation should go.

He was one of three past presidents on whom I relied heavily when I was president. He never failed me with his advice and assistance — and I recall his turning up at my apartment one evening with two bottles of very special malbec wine he had carried from Argentina!

There was a gentleness about Luis, a largeness of sensibility, a love for fellow Rotarians that was felt by all those who came into contact with him. He and Celia brought a glow to the presidency of Rotary, a breath of fresh air, and a pause for beauty and love. *Hasta la vista, El Capitán!* We will miss your cherubic face and your disarming smile.

K.R. Ravindran is the chair of the Trustees of The Rotary Foundation. He served as RI president in 2015-16.



January events

1st

RESOLUTIONS START TODAY

Event:
1st Day 5K and 3K Family Walk

Host:
Rotary Club of Fair Lawn-Sunrise,
New Jersey

What it benefits:
Local charities

What it is:
The 19th annual first 5K of the year will be a “virtual race” because of COVID-19, with participants each running the 3.1 miles on their own time and on their own course. Participants can also opt to do the 3K family walk for this event, which is the club’s primary fundraiser.



23rd

MOUNTAIN BIKE MANIA

Event:
Stinky Spoke

Host:
Rotary Club of Redmond, Washington

What it benefits:
Local and international charities

What it is:
This 19-plus-mile mountain bike ride earned its name by taking place at a time of year with truly rotten weather. After slogging over muddy, hilly terrain, participants are rewarded with live music, beer, and tasty appetizers. Playing cards are collected along the route for prizes, adding to the fun on what is usually a cold (and often rainy) day.

21st to 26th

WE HEART ART

Event:
Mornington Art Show

Host:
Rotary Club of Mornington, Australia

What it benefits:
Local charities

What it is:
More than 850 works of art are on display and for sale at the second-largest art show in the state of Victoria. A gala is planned for opening night, and a silent auction also raises significant funds. As with many such events, a COVID-19 backup plan is in place to move the show online if needed.

17th

GO FOR THE LONG RUN

Event:
Key West Half Marathon and 5K

Host:
Rotary Club of Key West, Florida

What it benefits:
Local nonprofits

What it is:
This event may take place virtually, depending on the COVID-19 regulations closer to the date. Live or virtual, participants still get to exercise bragging rights for finishing either a half-marathon or a 5K run — it counts no matter where it’s run.

30th

FRIENDLIEST CATCH

Event:
Ice Fishing Derby

Host:
Rotary Club of Ely, Nevada

What it benefits:
Scholarships for high school seniors

What it is:
Over the past 20 years, this competition has grown from 60 to 750 participants. Because the mountain lake had been drained for dam repairs, the event did not take place in January 2020, so 2021 is more eagerly anticipated than ever. Cash prizes are awarded for the largest and smallest catches, as well as for other categories.



Tell us about your event. Write to magazine@rotary.org with “calendar” in the subject line.



**Malaria
Partners
International**
Formerly Rotarian Malaria Partners

New Name Same Fight

Did you know a child dies every
two minutes from malaria?

We have the power to prevent this.

Malaria Partners International works tirelessly to unite Rotary with the anti-malarial community to empower projects and large-scale programs in regions where malaria is most prevalent.



Unite to End Malaria.
Learn More Today.

www.MalariaPartnersInternational.org/Welcome

HANDBOOK

Online events are here to stay. Make yours a success in 6 easy steps

Beginning in early 2020, Rotary club and district meetings, training sessions, events, and even the Rotary International Convention went virtual to accommodate stay-at-home orders related to COVID-19.

When networking and fellowship moved online, Rotary members mastered new skills and discovered different ways to connect. They also realized how adept they are at adapting. “COVID-19 pushed Rotary to evolve more quickly than it might have otherwise,” says Louis Turpin, 2016-17 governor of District 7210 (New York). “It was a bit of tough love.”

Anyone can set up an online event. But it takes planning to organize one that achieves your goals and engages your audience. Here are six steps to ensure that your event is successful.

— MAUREEN VAUGHT

Step 1 WHAT ARE WE HERE FOR?

Do you want to train club leaders? Are you celebrating the beginning of a new Rotary year? Or do you simply need to communicate with your fellow members on a regular basis?

Defining your goals will help you choose the best resources for the job. When Turpin, a 2019-20 district trainer, began organizing a virtual presidents-elect training seminar, he combined webinar sessions on Zoom with courses offered in Rotary’s Learning Center. “Begin by understanding what resources already exist,” says Turpin.

Step 2 LOCATION, LOCATION, LOCATION

The platform you choose might depend on your budget, the number of participants, and your goals. Zoom can accommodate as many as 1,000 participants and allows you to record your meetings so you can post the event on YouTube, your club’s website, or a team portal for people to view later. There are other web conferencing platforms, so investigate your options — and learn about their features, such as audience polling, screen sharing, and breakout rooms.

TIP: *If your participants speak a variety of languages and you need interpretation in more than one direction, Rotary recommends using KUDO (kudoway.com).*

Step 3 IT’S NOT AN ENDURANCE TEST

Screen fatigue is real. Offering shorter sessions spread out over a longer period can keep participants engaged and help them retain the information you’re presenting.

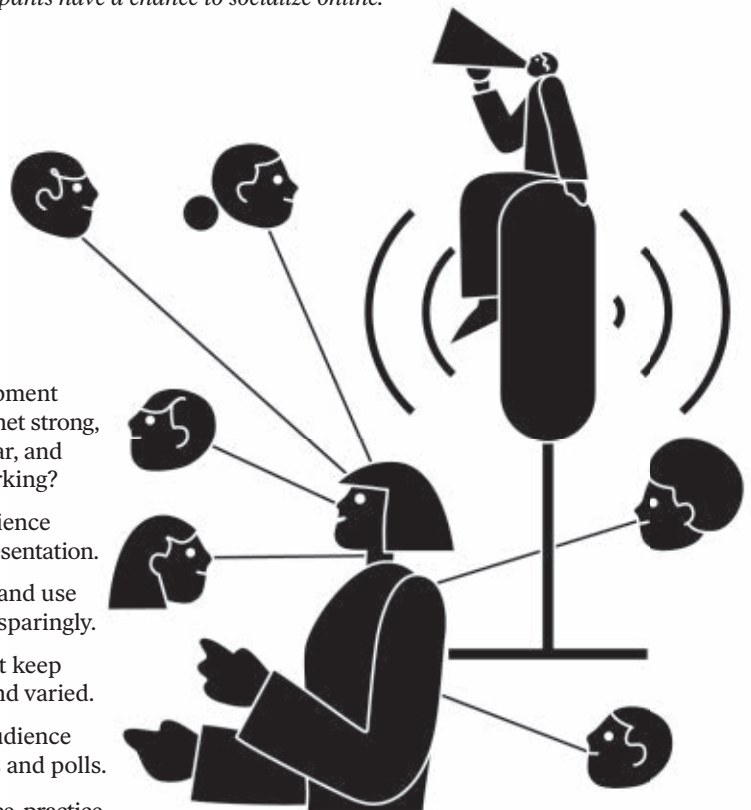
The multidistrict PETS that Turpin helped coordinate ran over the course of four weeks. Most weeks featured two hourlong training sessions: one for assistant governors and another for presidents-elect.

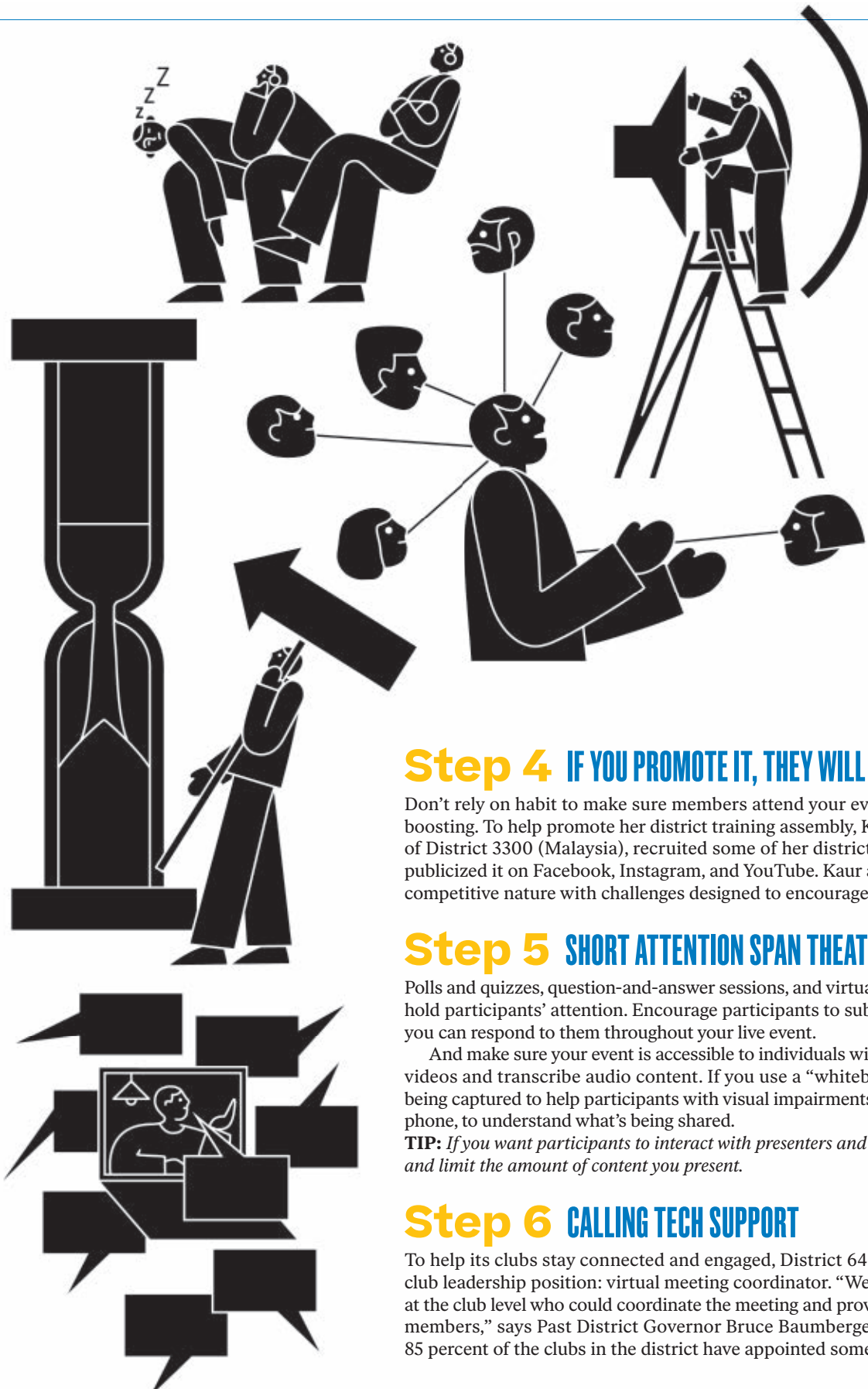
TIP: *Start your meeting 30 minutes before the scheduled event — or extend it 30 minutes after — so participants have a chance to socialize online.*

CHECKLIST

- 1 Test your equipment — is your internet strong, your audio clear, and your video working?
- 2 Mute your audience during your presentation.
- 3 Sit up straight and use hand gestures sparingly.
- 4 Use visuals, but keep them simple and varied.
- 5 Engage your audience with questions and polls.
- 6 Practice, practice, practice.

Adapted from Ragan.com





A RELIABLE RESOURCE

Rotary has resources to make it all easy. At brandcenter.rotary.org, you'll find:

- Rotary branded Zoom backgrounds
- Rotary branded PowerPoint templates

At rotary.org/learn, you'll find:

- A Meeting Online learning topic at the Learning Center
- Learning Center courses

At my.rotary.org/rotary-global-rewards, you'll find:

- Rotary Global Rewards discount for Zoom

Step 4 IF YOU PROMOTE IT, THEY WILL COME

Don't rely on habit to make sure members attend your event: You have to do some boosting. To help promote her district training assembly, Kirenjit Kaur, past governor of District 3300 (Malaysia), recruited some of her district's younger members, who publicized it on Facebook, Instagram, and YouTube. Kaur also tapped into members' competitive nature with challenges designed to encourage participation.

Step 5 SHORT ATTENTION SPAN THEATER

Polls and quizzes, question-and-answer sessions, and virtual breakout rooms can all help hold participants' attention. Encourage participants to submit questions in advance so you can respond to them throughout your live event.

And make sure your event is accessible to individuals with a variety of abilities. Caption videos and transcribe audio content. If you use a "whiteboard" feature, narrate what's being captured to help participants with visual impairments, or those who are joining by phone, to understand what's being shared.

TIP: *If you want participants to interact with presenters and each other, keep groups small and limit the amount of content you present.*

Step 6 CALLING TECH SUPPORT

To help its clubs stay connected and engaged, District 6440 (Illinois) created a new club leadership position: virtual meeting coordinator. "We needed to have someone at the club level who could coordinate the meeting and provide one-on-one support to members," says Past District Governor Bruce Baumberger. As of this writing, about 85 percent of the clubs in the district have appointed someone to this position.



TRUSTEE CHAIR'S MESSAGE

The gift of a healthier environment

Having grown up amid lush green forests in the mountainous landscape of Sri Lanka, I always recall the words of the great poet Rabindranath Tagore: “Trees are the earth’s endless effort to speak to the listening heaven.”

How sad that so often we humans insist on interrupting this conversation.

Just like every other living thing, we are a part of nature. But we are also the only species that bears the responsibility of protecting the environment for future generations. The coronavirus pandemic has shed light as nothing has before on the relationship between environmental degradation and threats to public health.

A few years ago, the government-owned electricity company in my country planned to build a second coal power plant, in eastern Sri Lanka. It would suck 93 million liters of water per hour from a bay where fragile ecosystems meet the deep sea, the site of one of the largest spawning grounds for sperm whales in the world. After processing, those 93 million liters per hour would be dumped into the ocean, now loaded with toxic chemicals that put that marine life at great risk.

Learning from the lessons of the damage caused by the first plant, a coalition formed, made up of many public advocates, including Rotarians. They ran a campaign that alerted the media, the public, and the

local community to the potential dangers, in addition to taking legal action. The government eventually abandoned its coal plant idea after the resulting public outcry.

We can truly move mountains when we come together.

When some of us moved to add the environment as Rotary’s newest cause, we did so because of the urgency of the problem. In 1990-91, RI President Paulo V.C. Costa set forth a vision, and today we will take this work to the next level. We live in a time of great stress on our environment, of rapidly rising sea levels, massive storms, disappearing rainforests and wildlife, and destructive forest fires. Climate change touches us all, rich and poor.

We will face the challenge strategically, as with the other areas of focus. In fact, the six other areas of focus depend on this one. For what good is it to fight disease if our polluted environment causes us to become sick again?

The Rotary Foundation will be central to this work. More than \$18 million has gone toward environment-related global grants in the past five years. Building upon this work to protect the environment, we will give yet another Rotary gift to future generations. And you can be a part of it today.

K.R. RAVINDRAN

Foundation trustee chair

SERVICE ABOVE SELF

THE OBJECT OF ROTARY

The Object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

First The development of acquaintance as an opportunity for service;

Second High ethical standards in business and professions, the recognition of the worthiness of all useful occupations, and the dignifying of each Rotarian’s occupation as an opportunity to serve society;

Third The application of the ideal of service in each Rotarian’s personal, business, and community life;

Fourth The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.

THE 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?

ROTARIAN CODE OF CONDUCT

The following code of conduct has been adopted for the use of Rotarians:

As a Rotarian, I will

1. Act with integrity and high ethical standards in my personal and professional life
2. Deal fairly with others and treat them and their occupations with respect
3. Use my professional skills through Rotary to: mentor young people, help those with special needs, and improve people’s quality of life in my community and in the world
4. Avoid behavior that reflects adversely on Rotary or other Rotarians
5. Help maintain a harassment-free environment in Rotary meetings, events, and activities, report any suspected harassment, and help ensure non-retaliation to those individuals that report harassment.

TAIPEI CONVENTION

Meal plans



TY Lim

Taiwan's food, like its people, mostly has roots in China, but over the generations, the Taiwanese have developed their own versions of dishes. When you are in Taipei for the Rotary International Convention from 12 to 16 June, don't miss the chance to sample some of Taiwan's signature fare.

Beef noodle soup (niu rou mian) is the unofficial national dish of Taiwan. The soup draws on the spicy flavors of China's Sichuan province. Star anise, cloves, cinnamon, Sichuan pepper, and fennel seeds help create a rich and

spicy broth that coats the noodles, which are accompanied by slices of tender beef shank and bright greens.

Where to eat it:

- Tao Yuan Street Beef Noodles, 15 Taoyuan St., Zhongzheng district
- Yong Kang Beef Noodles, No. 17, Lane 31, Section 2, Jinshan South Road, Da'an district

Soup dumplings (xiao long bao) originated in the city of Nanxiang, China, but Taiwan is known for producing dumplings with a thinner, more delicate skin than the mainland versions. The dumplings are

traditionally stuffed with pork but can also contain crab, chicken, or other meaty substitutes. The "soup" part of the dumpling is a gelatinous broth that melts when the dumpling is steamed. Be cautious when biting into a soup dumpling, because it is easy to burn your tongue or to let the delicious soup spill out onto your plate.

For best results, place a dumpling on a spoon, take a nibble out of the side, and let it cool a bit before sucking the broth out.

Where to eat them:

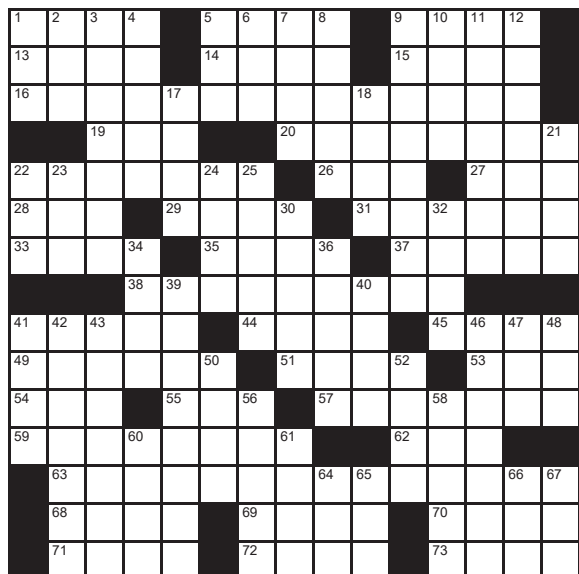
- Din Tai Fung, a chain famous for its soup dumplings, has multiple locations in Taipei. Check the English version of its website at www.dintaifung.com.tw/eng. — SUSIE L. MA

[Learn more and register at convention.rotary.org](http://convention.rotary.org).

CROSSWORD

Back to it?

By Victor Fleming
Rotary Club of Little Rock, Arkansas



ACROSS

- 1 Oklahoma city
- 5 Mobile starter?
- 9 Actor Epps
- 13 Go up against
- 14 Horn noise
- 15 Sweetie alternative
- 16 Start of a quote in "From a Private Correspondence on Reality" (1937 article by Laura Riding and Robert Graves)
- 19 Rock's ___ Leppard
- 20 Left no doubt
- 22 Drag race sights
- 26 Sea, to Sartre
- 27 Vietnamese holiday
- 28 Arab fed.
- 29 Chinese prefix?
- 31 Video game identity
- 33 Hebrides hill
- 35 ___ a soul
- 37 Crumble away
- 38 Baseball figure known to utter the quote, using *ain't* for *is not*
- 41 Fall bloomer
- 44 Start to type?
- 45 AC measures
- 49 Frightens
- 51 'Vette option

- 53 Musician Yoko
- 54 Dada artist Jean
- 55 Bad beginning
- 57 Pointy abodes
- 59 Held in a grazing area
- 62 Celestial sphere
- 63 End of the quote
- 68 Author Roberts
- 69 Minnows, often
- 70 "... what ___ and that's all ...": Popeye
- 71 Slangy assent
- 72 Ultimatum word
- 73 Genesis twin

DOWN

- 1 Small newt
- 2 "Count me out"
- 3 Brewed drink
- 4 Hold off
- 5 1930s Giant slugger
- 6 "Skip to My ___"
- 7 Collegian's quarters
- 8 Cook, as crabs
- 9 Eyewitness
- 10 Assigns workers to
- 11 "I am ___ go home"
- 12 Capped tire
- 17 Mysterious sightings, briefly
- 18 Mental spark
- 21 To be, in Tours
- 22 Atlanta, for Delta, say
- 23 Backwash creator
- 24 Bell sound
- 25 Slow mover
- 30 Earth is in one
- 32 Middle East native
- 34 Beholder
- 36 Blatherskite
- 39 "Family City USA"
- 40 Santa's landing spot
- 41 Rush order
- 42 Unpleasantly thin
- 43 Half a dancer's pair
- 46 Girls who roughhouse
- 47 Half of *deux*
- 48 Tapped-out plea
- 50 Bengali wrap
- 52 Nudge
- 56 Ignored
- 58 Clarinetist Shaw
- 60 Reid of acting
- 61 Having two parts
- 64 Family nickname
- 65 Seine summer
- 66 "Hey, ewe!"
- 67 Aussie runner

Solution on **page 24**

I AM RAISING FOR
**PEACE-
BUILDING
& CONFLICT
PREVENTION**



I AM RAISING FOR THE
**WORLD
FUND**



I AM RAISING FOR
**MATERNAL
AND
CHILD
HEALTH**



I AM RAISING TO
**END
POLIO**



I AM RAISING FOR
**WATER,
SANITATION,
AND
HYGIENE**



I AM RAISING FOR
**FIGHTING
DISEASE**



I AM RAISING FOR
**BASIC
EDUCATION
AND
LITERACY**



I AM RAISING FOR
**GROWING
LOCAL
ECONOMIES**



I AM RAISING FOR
**DISASTER
RESPONSE**



Raise for
Rotary

FUNDRAISE FOR THE ROTARY FOUNDATION

Raise for Rotary is The Rotary Foundation's new online peer-to-peer fundraising platform that you can use in honor of events such as a birthday, wedding, or athletic challenge. You can use this tool to fundraise for your favorite Foundation cause and share how you are Doing Good in the World with your social networks!

Start your fundraiser at rotary.org/raise

ROTARY ACTION GROUPS

Rotary Action Groups help clubs and districts plan and carry out community development and humanitarian service projects in their areas of expertise. The groups are organized by Rotarians, Rotaractors, and Rotary Peace Fellows with skills and interest in a particular field. Membership is open to anyone who wants to share their expertise to make a positive impact. Action group members have the opportunity to engage in meaningful service activities outside their clubs, districts, or countries. Clubs can draw on these groups to enhance projects, engage members, and attract new ones. Find out more by emailing or visiting the website of the group you're interested in or by writing to actiongroups@rotary.org.

Addiction prevention
rag-ap.org

Alzheimer's and dementia
adrag.org

Blindness prevention
rag4bp.org

Blood donation
ourblooddrive.org

Clubfoot
rag4clubfoot.org

Community economic development
ragced.org

Diabetes
rag-diabetes.org

Disaster assistance
dna-rag.com

Domestic violence prevention
ragfamsafe.org

Endangered species
rag4es.org

Environmental sustainability
esrag.org

Family health and AIDS prevention
rfha.org

Food plant solutions
foodplantsolutions.org

Health education and wellness
hewrag.org

Hearing
ifrahl.org

Hepatitis
ragforhepatitiseradication.org

Literacy
litrag.org

Malaria
ram-global.org

Mental health
ragonmentalhealth.org

Multiple sclerosis
rotary-ragmsa.org

Peace
rotarianactiongroupforpeace.org

Polio survivors
rotarypoliosurvivors.org

Reproductive, maternal, and child health
rotaryrmch.org

Slavery prevention
ragas.online

Water, sanitation, and hygiene
wasrag.org



Virtual fundraiser platform debuts

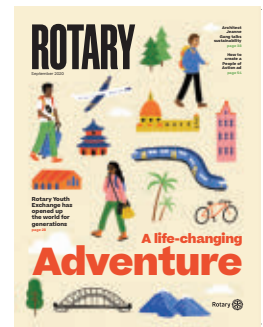
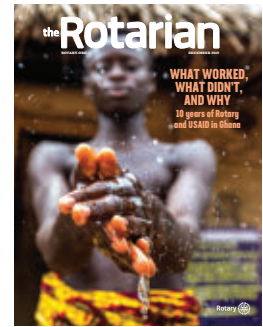
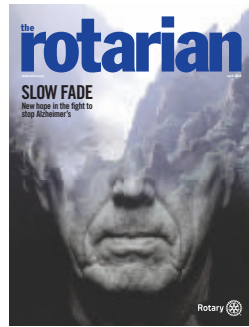
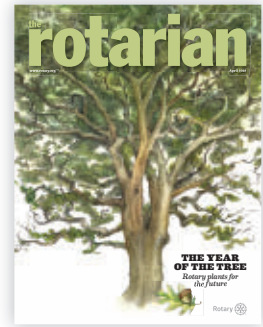
In September, The Rotary Foundation launched Raise for Rotary, an online platform that allows Rotary members and supporters to create easily shareable, custom fundraisers in support of the Foundation. It is Rotary's own platform for peer-to-peer fundraising — a model that empowers organizers, attracts new donors, and increases awareness of causes.

With Raise for Rotary, individuals or teams can set up fundraising campaign pages to facilitate donations. Campaigns can be customized to celebrate a special occasion, to commemorate a person or event, or to encourage a challenge or pursuit. In its first three months, Raise for Rotary hosted more than 400 fundraisers, ranging from supporting peace-building in honor of the United Nations International Day of Peace to a stationary bike team marathon that collected more than \$18,000 for polio eradication.

Visit rotary.org/raise to create and promote a fundraising page by following these steps:

- Choose an individual or a team fundraiser and the occasion or reason for the fundraiser.
- Select a Rotary Foundation cause — the World Fund, the PolioPlus Fund, the Disaster Response Fund, or one of Rotary's areas of focus — and set a donation goal.
- Personalize the fundraising page with a title and description, and add images, photos, or videos.
- Click to post the page on social media or email to family members, friends, neighbors, and colleagues.
- Share fundraising updates along the way.

Raise for Rotary is available in English and accepts donations in U.S. dollars. (Additional languages and currency options will be available later this year.) Rotary members who donate using their My Rotary account email will be eligible to receive donor credit. For questions, email raise@rotary.org.



Under cover

A mix of planning, serendipity, and lively discussion goes into creating our cover every month

THE PHILOSOPHY BEHIND MAGAZINE COVERS: If a magazine is a house, the cover is its picture window. We want to give a welcoming preview to what's inside. We want readers to want to learn more. There are covers that are clever, like the lobster cover, and covers that provoke an emotional response, like the "Slow Fade" cover. And then there are covers that are stunts, like the wraparound cover for the photo awards issue. The point is never to be predictable.

THE COVER STORY: All kinds of factors go into deciding on this. Sometimes any of three feature stories in a given issue could be on the cover. So then you look at things like: Which has the best image? Or, we've had three photographic covers in a row; should we do an illustrated cover this time? With the Rotary-USAID partnership in Ghana, we had a great story and a lot of photographs to choose from. But this shot was the most dynamic and interesting.

IMAGE MEETS TEXT: On our May 2013 cover, we showed a woman holding a child and giving drops of the polio vaccine — an image that was almost beatific. Yet the cover line was "This Woman Is Risking Her Life." Our February 2016 cover featured a war-torn cityscape and the cover line "Acts of Peace." If the tension between the photo and the text makes you want to open the magazine and find out more, then we've done our job.

John Rezek
Editor in chief
Rotary magazine

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myrotary.org/en/news-media/magazines