

ROTARY

April 2021

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THIS YEAR, we celebrate Earth Day on 22 April with a new sense of purpose. The environment is now an area of focus for Rotary. Solutions for all great tasks always start with you and me, and there is much we as individuals can do simply by changing our behavior: Cutting down on our use of plastic and using energy wisely are just two examples. But now we have the opportunity to do more together.

Supporting the environment is not new to Rotary; clubs have long worked on environmental issues based on local needs. Now climate change — a problem that affects us all, rich and poor — requires us to work together more closely than ever. Alberto Palombo, a Venezuelan engineer living in Brazil and a member of The Rotary Foundation Cadre of Technical Advisers, shares his view.

For 30 years, my work has been to connect with communities and policy officials to take care of the environment. Today, I am excited about Rotary's opportunities to help reduce environmental degradation and make communities more environmentally sustainable.

In every community where we have a Rotary, Rotaract, or Interact club or a Rotary Community Corps, there are environmental challenges. As Rotary members, we can become stewards of environmental sustainability and adopt the United Nations 2030 Sustainable Development Goals in our daily lives at home and in our clubs. Then we can incorporate them into our Rotary projects.

My club has been involved with water and environment projects since day one. We seek opportunities to empower Rotarians and foster partnerships in our region and beyond, working with groups such as the Inter-American Water Resources Network and the World Water Council. Local clubs worked with the Water, Sanitation, and Hy-

giene Rotary Action Group (wasrag.org) to help Rotary get a seat at the table during the 2018 World Water Forum in Brasilia, where we discussed how communities can recover from environmental disasters like the one caused by the failure of a mining dam on Brazil's Rio Doce in 2015.

Taking care of the earth is an effort that never stops. To make an impact, we must align our knowledge, abilities, and enthusiasm — and Rotary is already great at doing this. As a volunteer with the Environmental Sustainability Rotary Action Group (esrag.org), I have seen how our work for the environment dovetails with much of what we are already doing in water and in our other areas of focus. Rotary members are not passive spectators; we take action. Let's work together and make a positive impact.

Support from The Rotary Foundation will define this new chapter in our service. Through district and global grant projects, we will build upon our previous projects that help the environment. We will look for ways to collaborate more closely and make a greater impact on global environmental issues. And we will incorporate environmental concerns into all of our programs, projects, and events.

Rotaractors and participants in our youth programs expect Rotary to take a clear position and provide leadership with vision. We will work with them, seeking intelligent solutions to the problems they will inherit. Our incredible members, networks, and Foundation give us the capacity to make an important and lasting contribution. Now, we will discover together how *Rotary Opens Opportunities* to help us expand our service to preserve the home we all share.

HOLGER KNAACK

President, Rotary International



Alberto Palombo
Rotary Club of Brasilia-
International, Brazil



WELCOME



YOU ARE HERE: Chichicastenango, Guatemala

THE TOWN: Located in Guatemala's western highlands, Chichicastenango is a town of cobble streets and red tile roofs. Thursdays and Sundays are market days, drawing craftspeople from around the area to the town's central square to sell their wares.

THE EVENT: Every year on Good Friday, a parade through Chichicastenango runs from afternoon until almost midnight; it features floats preceded by people with incense burners, such as this boy.

THE CLUBS: About 60 miles away, in the town of Quetzaltenango, you can attend a meeting of the Rotary Club of Quetzaltenango (Thursdays at 1 p.m.) or the Rotary Club of Los Altos Quetzaltenango (Tuesdays at 7 p.m.).

THE PHOTOGRAPHER: Anthony Riggio, Rotary Club of Westport, Connecticut (and one of the winners of our 2018 photo awards)

ROTARY

April 2021

EDITOR IN CHIEF

John Rezek

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MANAGING EDITOR

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SENIOR EDITOR

Geoffrey Johnson

SENIOR EDITOR

Hank Sartin

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Diana Schoberg

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John M. Cunningham

COPY EDITOR

Nancy Watkins

CONTRIBUTING EDITOR

Vanessa Glavinskis

PRODUCTION MANAGER

Marc Dukes

DESIGN AND PRODUCTION ASSISTANT

Joe Cane

SENIOR EDITORIAL COORDINATOR

Cynthia Edbrooke

CIRCULATION MANAGER

Katie McCoy

Send ad inquiries and materials to: Marc Dukes, Rotary magazine, One Rotary Center, 1560 Sherman Ave., 14th floor, Evanston, IL 60201; phone 847-866-3092; email adv@rotary.org

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Rotary 



TOGETHER, WE

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Rotary unites problem solvers around the globe behind one goal: to do more good. Our members are driven to bring communities together to create lasting change. Connecting to make things better – that's what people of action do.

Learn more at [Rotary.org](https://www.rotary.org)

Rotary



PEOPLE OF ACTION

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Monika Lozinska / Rotary International

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Photography by
Brian Hackworth

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and Rotary service, in native plants

“[Matt Kane] laid out this thing he wanted to do, and it was right in line with my mission at the community college, which is to identify holes in the entrepreneurial fabric in our county and find a way to mend them.”

— **Katie Gailes, Rotarian and director of Wake Technical Community College’s entrepreneurship initiatives**



Natalia Weedy



Justice league

KATEY HALLIDAY came to Rotary by way of Rotary Youth Leadership Awards: “I was earning a law degree, and I knew I needed more than a degree to get a job. Leadership experience sounded like a great idea.” She helped charter the Rotaract Club of Adelaide City and later joined the Rotary Club of Adelaide Light. She is still a member of both clubs.

Halliday is a policy and development officer in the diversity and inclusion branch of the South Australia Police. “We want all employees to feel safe and respected so that they can reach their potential,” she says. She often speaks to Rotary clubs, and she is a member of the Rotary International Diversity, Equity, and Inclusion Task Force. “Businesses and organizations that embrace diversity, equity, and inclusion are more profitable, more innovative, more adaptable,” she notes. “It makes sense that Rotary should want to do this from a business perspective. But it is also the right thing to do from the perspective of a humanitarian organization.”

Turn to page 14 to read more about Rotary’s work on issues of diversity, equity, and inclusion.

Illustration by Viktor Miller Gausa

IT IS A FEATURE of lazy writing that when mentioning the month of April, you ascribe to it the quality of being the cruelest in the calendar. But why? To whom is it cruel? To weather forecasters? To tax preparers? To seniors in college wondering what to do next? Is it cruel, or just troublesome? It depends, I think, on how seriously you hold out hope.

The phrase “April is the cruellest month” first appeared about 100 years ago. It was the first line of “The Waste Land,” the long poem that T.S. Eliot started working on in 1921 and that was published in 1922. In it, he described the spirit of the times he lived in.

And what were those times? They were shattering.

Eliot had moved to England in 1914, accepting a yearlong fellowship during which he studied Aristotle at Merton College, Oxford, an extension of his doctoral studies in philosophy at Harvard. The Great War began that year and would last until 1918. It upended society and exposed the world to new levels of barbarity, cruelty, and death. The flu pandemic that followed is estimated to have killed at least 50 million people.

Eliot suffered from nervous disorders. In addition, he was always short of money and was tired of the humiliation of having to ask his parents for support. He learned that his fellowship would be renewed, but he didn’t care for Oxford, yet he dreaded returning to Harvard. He thought he should stay in London, where he could better pursue being a writer.

Though his dissertation had been accepted, Eliot chose not to finish his degree. He lectured on a variety of subjects to subscription audiences. He taught school. He married a woman who had more problems than he did. He worked at Lloyds Bank, where he was eventually put in charge of settling the prewar debts incurred by Germans. He struggled to get books of his poems and prose published.

And he worked on his long poem. In it, Eliot postulated that the edifice of myths and traditions that had given our culture shape had collapsed. Civilization was at the end of its rope. We had created the waste land. And if that weren’t enough, it was April.

Why is April cruel? Because it teases us with hope. It promises renewal: “breeding / Lilacs out of the dead land, mixing / Memory and desire, stirring / Dull roots with spring rain.”

But “The Waste Land” is not a poem of complaint or complacency. While there is safety in cynicism, it takes courage to hope. A century later, Rotary has embraced a similar sort of hope by adopting the environment as an area of focus.

Two years ago, our April issue focused on the climate, and we received 10 times the average number of letters to the editor. Most supported Rotary’s playing a role in finding solutions to environmental issues. Now Rotary has made it official.

There is courage in the act of recognizing a predicament and, despite how daunting or hopeless, engaging it head-on. There’s no perfect time to do this. It just happens to be April.

JOHN REZEK

Editor in chief

Letters to the editor



FORWARD THINKING

I was delighted by the January issue. Looking toward the future is the only way we can guide our ship in the present. That is why I have been so pleased and heartened by Rotary’s inclusion of protecting our environment as one of its causes. While I appreciate Jonathan Foley’s well-written piece [“Environmentalism”] and his emphasis on positive solutions, something profoundly important is missing. He praises the present-day environmental movement for “keeping the focus on people and their collective well-being.”

In truth, without strong support for biodiversity, our planet will not be able to heal its wounds. From fungi beneath the forest floor to salt marshes, from threats of melting permafrost to new, emerging vectors, we are all connected, and the health of our own species rests on the health of all species. It is imperative that we think and act comprehensively. A rather unpopular topic is how every one of us will need to look critically at the lifestyles we maintain and resources necessary to support them. I hope we will think and act inclusively and in a sincerely conservative way so as to preserve a beautifully livable world for our children and grandchildren, the Rotarians of tomorrow.

— **Judith Black, Marblehead, Massachusetts**

There is courage in the act of recognizing a predicament and, despite how daunting or hopeless, engaging it head-on.

Congratulations on your January feature package, “The Future,” and specifically on the piece about language. As a linguaphile, I agree fully with Kory Stamper that language has a bright future even though nearly half of the world’s 7,000 spoken languages are in danger of extinction. Language is a living part of culture, and I applaud the modern offshoots of established languages and their colorful innovations. Language is a major tool for us Rotarians to communicate and to work together for the worldwide betterment of people who are less fortunate.

— **Greta Du Bois Cleynhens,**
Kingston, Ontario



WHY HELP?

In the December issue, I loved both Joe Queenan’s article about altruism [“Wanted: Good Samaritans”] and Arnold Grahl’s piece about the built-in bonus that comes from helping others [“Good, and Good for You,” Goodwill]. In January 2020, I delivered a TEDx Talk called “Should Self Interest Motivate Service?” that was inspired by my struggles as membership chair of the Rotary Club of Portland, Oregon. I argued that service organizations and nonprofits need to flip the script and embrace self-interest over altruism in order to motivate service. My TEDx Talk has garnered thousands of views from Rotary clubs around the world that are sharing and post-

ing it on the Facebook pages of their clubs, districts, and zones. You can view it at bit.ly/3pUPUS7.

— **Patrick Galvin, Portland, Oregon**

A LA CARD

“Filling the Need” [Handbook, December] was a great article! I’d like to add an idea used by our club, the Rotary Club of the Upper Main Line, Pennsylvania: collect and distribute gift cards for groceries, pharmacies, etc. This helped us minimize virus-spreading contact and get around COVID-19 restrictions that were preventing us from doing our usual hands-on volunteer work. We worked with local food pantries and shelters to make sure cards were distributed to families in need. More info about our project is at umlrrotary.org/covid-19-food.

— **Brian Winter,**
Berwyn, Pennsylvania

TRANSFORMERS

After reading a few issues of the reimagined *Rotary* magazine, I feel compelled to thank you for the changes you have made. It appears the entire editorial staff remains in place, so the improvements have been accomplished by the same people who were responsible for *The Rotarian*. That’s impressive.

The content in *Rotary* magazine is much more compelling than in the predecessor publication. It challenges us all to be the Rotarians that we should be. It takes on the uncomfortable and difficult challenges we face in our world. It elevates the image of Rotary and perhaps will have a positive impact on member recruitment and retention. Congratulations on a successful transformation, and thank you!

— **Sarah Buck, Ames, Iowa**

Overheard on social media

In our December issue, we wrote about altruism. On Instagram, we asked you to tell us in three words why you volunteer.



- ▶ Make a difference
- ▶ Support my community
- ▶ Equality, dignity, love
- ▶ Goodwill, better friendships
- ▶ Make everyone smile
- ▶ Give something back
- ▶ Growth, impact, transformation
- ▶ Service Above Self

Check out Rotary International’s Instagram story on 14 April for our next interactive poll.

FORWARD

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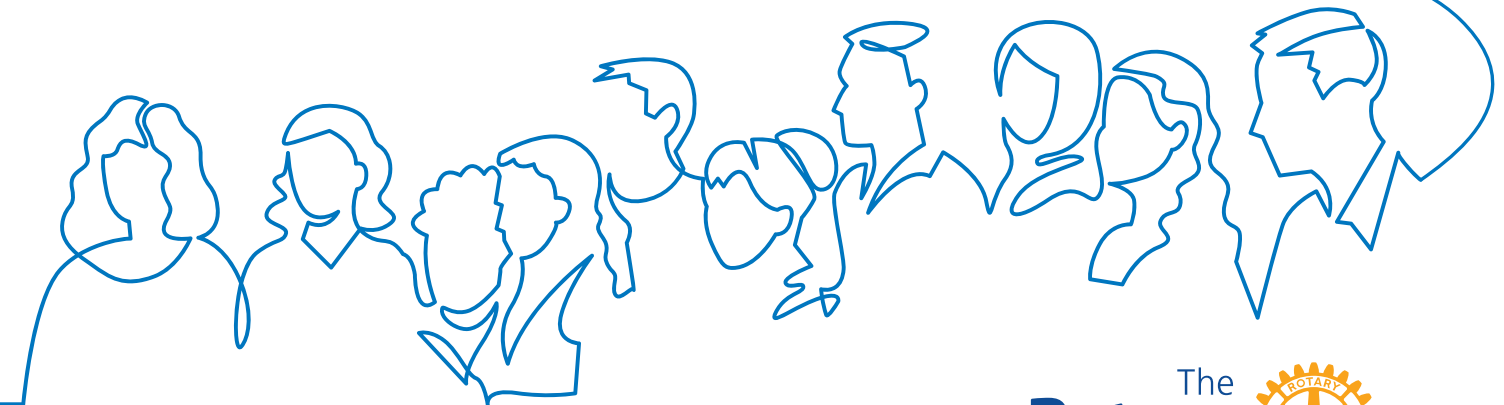
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CELEBRATING PAUL HARRIS



19 April marks the 153rd anniversary of our founder's birth. Among the most enduring symbols of the goodwill that Paul Harris spread are the friendship trees he planted around the world. Commemorate his legacy with a gift to The Rotary Foundation today.

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The
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THE SPECIALIST

Aqua man

Water expert lends his skills to The Rotary Foundation

work at the U.S. Geological Survey for the water resources mission area. You'd probably be familiar with things that the USGS does in flood management and monitoring, volcanoes, or earthquakes. In my area, we are researching how nutrients and other contaminants, microbial communities, and metals all interact in the watershed as they go from the mountains down to the Mississippi River.

We do a lot of what you might call “ground truthing.” This is about confirming what you see from a satellite or from a monitoring station. We send out scientists to use traditional methods to verify and validate what's being seen in the field, and then we compare that to what's being reported from satellites or base stations. We compare observations to the models and ask, “How close are those models to what's actually happening on the ground? We spent, let's say,

Jay Colingham
Rotary Club
of Boulder
Flatirons,
Colorado

The Rotary
Foundation
Cadre of
Technical
Advisers

Supervisory
biological
scientist,
U.S. Geological
Survey

\$100 million on the satellite program, but how do we know it works?” We provide the proof.

I grew up in the foothills of the Cascades in Washington, east of Seattle, on a small farm. We had wetlands around us; we were on a lake and we were by streams. Water was part of everything.

I wanted to give back right out of college. I joined Rotary in 2008. Then I went to graduate school, and while I was there I realized, wait a minute, Rotary's doing so much stuff that I hadn't even seen yet. I was seeing these Rotary projects — seeing the Rotary wheel on water spigots all over the countryside.

The Cadre of Technical Advisers is this amazing network of technically proficient Rotarians who have enough experience to help others make their global grants and their projects and programs more efficient and more successful. We're there to lend an outside set of eyes, to look for ways we can make projects better. I've worked on a disease prevention project in Fiji, on a water, sanitation, and hygiene project in Central America. We're now working on drinking water programs in Tajikistan. — AS TOLD TO KRIS VIRE

Learn more about how The Rotary Foundation Cadre of Technical Advisers can help shape projects at my.rotary.org/cadre-technical-advisers.

WHAT WOULD YOU DO?

Fundraiser hits a fork in the road

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?

The money should be used for its original purpose, unless you go back to each donor and give them a choice. Everyone loves to be asked, and communication is essential for

goodwill. Or go back to club members and ask for additional donations to cover the new request. Rotarians need only to be asked, and they will respond. Remember The Four-Way Test. It always works!

— **Alan DeBoer, Rotary Club of Ashland, Oregon**

I think you need to separate your fundraisers. A situation like this happened at a church that we attended. Members were told that the proceeds from a golf tournament fundraiser would go to world missions, but the money for the most part stayed in town and was used to pay local staff salaries. We left that church.

— **Stephanie Hackett, Rotary Club of Fern Ridge (Veneta), Oregon**

You present a very interesting question, one that I have encountered in

Next question

Your club has arranged an exchange for young professionals with a club in another country, and as a member of the exchange committee, you have been charged with selecting candidates from among Rotaractors who have applied. But the club president suggests other candidates, some of whom are members of the president's family. The other committee members agree with the president's selections, saying the exchange would be a great way to introduce those young people to Rotary.

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

different iterations over my many years of volunteer work. I have always believed that donated funds should be used only for the purpose for which they were donated, unless all donors can be contacted and asked to approve the new cause (with refunds an option). The majority of donors, if not all of them, will agree to the new cause if it is worthy, even if it's unrelated to the original cause. However, you cannot just assume that assent; you have to request it.

— **Donna Hill, Rotary Club of Loganville, Georgia**

I don't think supporting the refugee students meets the goals of the fundraiser as described. Going back to the donors may be difficult if there are many small donors. Then you have the question of what level of agreement from donors would be enough to change the scope of the scholarships: 100 percent? 95 percent? 51 percent? By number of donors or by value of their donations? It's a can of worms. Supporting the refugees is a worthy cause, but it should be funded from other sources. If none are available, arrange another fundraiser, make a call for contributions, or work with other clubs in the area.

— **Pieter Zeeuwen, Rotary Club of Edmonton Northeast, Alberta**





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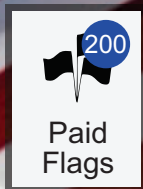
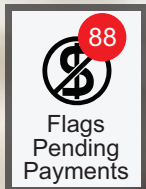
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MEMBERSHIP

The company we keep

Building an inclusive club is hard work, but it pays off

MONICA SMITH was so bothered by the lack of women elected to the Rotary International Board of Directors in 2017-18 that she wrote a letter to this magazine noting the paucity of women in leadership roles within Rotary in general.

“It pains me to see how little concrete action appears to be taken at many other clubs locally, nationally, and internationally to recruit, support, and promote women members, not to mention officers,” wrote Smith, a member of the Rotary Club of Washington, D.C.

Three years later, Smith is excited that Jennifer E. Jones, Rotary’s president-nominee, will take office in July 2022. Having women as part of Rotary’s senior leadership is critical, Smith says, in part because they serve as role models who can encourage other women to join and to advance in the organization.

Smith works for the Smithsonian Institution’s Lemelson Center for the Study of Invention and Innovation, planning museum exhibitions, programs, and educational initiatives. “One thing I know from my work at the Smithsonian is that it’s very hard to impact people’s sense of identity unless they see role models. Representation matters,” she says.

Studies have confirmed that diversity and inclusion make an organization stronger. In 2020, McKinsey & Co., a management consulting firm, published *Diversity Wins*, one of a series of reports investigating the relationship between diversity and success in businesses. Focusing on gender and ethnic and cultural diversity, the report says

that companies that had greater diversity also had better economic performance. McKinsey found that “companies in the top quartile for gender diversity on executive teams were 25 percent more likely to have above-average profitability than companies in the fourth quartile.” Similar results were observed among companies that had a commitment to ethnic diversity.

In a 2016 *Harvard Business Review* article titled “Why Diverse Teams Are Smarter,” leadership expert David Rock and social psychologist Heidi Grant cited several studies that found that diverse teams focus more on facts, process facts more carefully, and are more innovative. One study that analyzed the level of gender diversity in research and development teams at more than 4,000 companies in Spain discovered that teams with a greater degree of balance between men and women were more likely to introduce radical innovations to the market over a two-year period.

Rock and Grant conclude that creating a diverse environment can keep team biases in check and help team members question their assumptions. When coupled with inclusive practices that make sure everyone feels heard, the authors wrote, “all of this can make your teams smarter and, ultimately, make your organization more successful.”

In 2019, the RI Board adopted a diversity, equity, and inclusion (DEI) statement, but Rotary’s commitment to diversity and inclusion predates that. In an effort to better attract and retain members, club leaders have been strategizing ways to appeal to broader segments of

The takeaway

In 2019, the Rotary Board of Directors adopted a diversity, equity, and inclusion statement that affirms a commitment to creating an organization that is more open and inclusive, is fair to all, builds goodwill, and benefits communities. It recognizes that welcoming people with differing perspectives and ideas enhances Rotary’s ability to take action to create lasting change in communities around the world. Learn more at rotary.org/dei.

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Riding the rails

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One piece at a time

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Celebrate Paul Harris



Rotary Club of Washington, D.C.

Last year, Lisa Cohen, a member of Monica Smith's club, created a committee called Rotarians for Equality for Black People to discuss race relations. The committee's twice-monthly discussions have been well attended by members of many races.

"The purpose was not just to show people outside of Rotary that our club is welcoming to Black members, which we are, but to create an opportunity for our own club members to talk about race in a safe environment," Smith says.

To attract younger members, the club's board also instituted what it calls the Rule of 35. Members under age 35 can qualify for a reduced application fee and dues, and have to pay only for meals for meetings they attend, as opposed to paying a flat fee quarterly. In all other respects, they are treated as regular members.

their communities for years.

The role of women in the organization has been a major part of those discussions. Women were not admitted into Rotary until a U.S. Supreme Court decision in 1987 affirmed that states' bans on sex discrimination applied to Rotary clubs. The organization is still catching up on gender balance.

But members like Janel Breen, a member of the Rotary Club of Cupertino and the Rotaract Club of Silicon Valley, California, want to push the conversation beyond gender. "There are so many more factors to what makes a community diverse," she says.

Breen's quest to promote DEI began after a training event at her

workplace, Google, that prompted her to explore her own unconscious biases and how they affect her behavior toward others. She carried her enthusiasm into the Big West Rotaract Multidistrict Information Organization (MDIO), where she served as general secretary from 2018 to 2020.

After the killing of George Floyd last year, the Big West leadership team released a statement and began collecting resources to help members discuss social justice in their clubs and communities. They have held numerous training events and created a committee to urge members to think about DEI in everything they do, including meetings, event planning sessions, and leadership summits.

During the 2020 Virtual Rotaract Postconvention, Breen and Alia Ali, a member of the Rotaract Club of Surrey, British Columbia, presented a breakout session on privilege and how to be an ally to people who are disenfranchised. "People want to have these conversations; they want to move forward in this space. But they don't know how," Breen says. "The most important thing is to start and not be afraid to fail. You're not going to know all the answers right away."

Katey Halliday, a Rotarian and Rotaractor from Australia who works on diversity and inclusion issues for the South Australia Police, stresses that Rotary's policy statement is just the beginning. It's

**"Diversity is not a wish list for a Rotary club. This is part of our core values."
— RI President Holger Knaack**

In an effort to better attract and retain members, club leaders have been strategizing ways to appeal to broader segments of their communities for years.

now up to members, she says, to do something about it. “With clubs all over the world, we are already diverse,” Halliday says. “But a second ingredient, inclusion, is the key to unlocking and maintaining the full benefits of that diversity.”

There are many practical ways that clubs can practice inclusion. Halliday suggests choosing meeting locations that are convenient and accessible to everyone, using inclusive language, and listening regularly to input from members. She also suggests that clubs avoid unnecessary costs that could deter people from joining and regularly

poll members about their interests in club and community service. “It is not enough to invite people from diverse backgrounds to our meetings and events,” she says. “We need to include them in club planning and decision-making, and we need to value their contributions.”

Shogo Williams-Matsuoka was born with spina bifida, a birth defect that occurs when the spine and spinal cord don’t form properly. Seven years ago, he joined the Rotary Club of Cockburn, Australia, and in 2016 he was a charter member of the Rotary E-Club of Western Australia. He was motivated to join Rotary in part



In September, Rotary International formed a DEI Task Force that is charged with shaping a comprehensive action plan with achievable, measurable, and meaningful outcomes for Rotary. Meet the team at on.rotary.org/3db9jdF.

DEI and member retention

In 2019, Rotary International conducted a survey of current, prospective, and former members of Rotary and Rotaract clubs as well as program participants. Here are some key reasons members leave their clubs:

22%

of former members said they felt uncomfortable at their clubs at the time they left.

33%

said they left because of the club environment and culture.

35%

said they did not feel included.

Short takes

The Beers Rotarians Enjoy Worldwide (BREW) Fellowship came together in 2020 for a 24-hour global online Oktoberfest.



The Rotary Club of Melbourne and District 9800 (Australia) are hosting an online symposium on the future of peace leadership from 21 to 22 April. Register at peaceleadership.org.au.



Rotary Club of Bordesholm, Germany

Since it was chartered in 2008, the Rotary Club of Bordesholm, Germany, has made diversity, equity, and inclusion a priority. The club was formed by a group of women who were interested in joining Rotary but found that two nearby clubs were all male.

The club alternates between a man and a woman serving as club president every year. Leaders make sure that male and female club members have equal rights and responsibilities. Family members are welcome at social and service events, and attendance requirements are flexible.

“When you attend one of our meetings, it’s lively and open-minded. Our families support our service in Rotary,” says member Christoph Ahlmann-Eltze. “I am so grateful for the balance and inclusivity of our club, which gives us the strength we need to work together on truly ‘hands-on’ projects.”

by a desire to improve the representation of people with disabilities in community organizations. “Often people with disabilities are portrayed as the passive recipients of charity, undermining our capability to provide meaningful contributions to society,” Williams-Matsuoka says. “It is easy for a charitable organization like Rotary to focus on working for people with disabilities rather than with us.”

Williams-Matsuoka has conducted multiple presentations for Rotary clubs and led events in the community to raise awareness about how to include people with disabilities. An important part of that process, he says, is to educate people about the language used to describe people with disability (the term he prefers), and about the roots

of those words. Labels used in the past such as “crippled” or “handicapped” carry stigma and can keep people from feeling welcome.

His advice to clubs is to think beyond physical barriers. “People tend to focus too much on ramps and toilets and parking,” he says. “One of the most important things for a person is to be able to interact with other people. Depending on the disability — visual, hearing, cognitive impairment — a person may have different communication needs. They may require live captioning. Or maybe they need a certain audio format.”

Maria Arcocha White, a member of the Rotary Club of Toledo, Ohio, is focused on similar questions. After working for almost 30 years as a di-

versity trainer, she started her own company, Inclusivity LLC, to focus on creating cultures of inclusion. “If you focus primarily on diversity, you will focus only on visible differences instead of on creating lasting culture change,” White says. “The last 40 years of focusing on visible diversity have not led us to a place of equity or to the engagement of all people.”

“In order for all people to fully engage and to contribute to their maximum potential, you must create a culture of inclusion,” she continues. “When you focus first on inclusion, and teach people to intentionally include, you will create a diverse organization. This takes practice and it takes conscious action. But we have proven that it works.”

— ARNOLD R. GRAHL

Watch one of Shogo Williams-Matsuoka’s presentations for Rotary clubs on why inclusion pays dividends at on.rotary.org/3rS8daZ.

In January, the Water, Sanitation, and Hygiene Rotary Action Group completed a series of webinars on global grants for WASH in Schools projects.



In 2019-20, The Rotary Foundation awarded more than \$300 million in grants for the first time. Learn more at rotary.org/annualreport.

This month marks 100 years of Rotary in Australia, France, Japan, and Mexico.

Rotary projects around the globe



United States

Monofilament line is prized by recreational fishing enthusiasts for its stealth and tensile strength. But when improperly disposed of, it imperils marine life, particularly birds and sea turtles, and also puts sea mammals, boaters, and divers at risk. In Florida, the Rotary Club of Upper Keys has ramped up a longtime project to deter fishing line litter by installing collection bins at popular angling spots and marinas along a 50-mile stretch in the island chain. Funded by a \$2,000 grant from the club's foundation, the Rotarians have added 40 bins to the 35 they had previously placed. The monofilament deposited in the first 35 bins typically fills two 55-gallon bags when they are emptied by volunteers. "We are a fishing town. We care about the condition of our local reefs and waters," says Jill Miranda Baker, club president.



Ecuador

Humanitarian and political crises have driven millions of Venezuelans from their homeland in recent years, with Ecuador and Colombia taking in large populations of refugees. Because Ecuador's health system is ill-equipped to assist many of the immigrants, the Rotary Club of Portoviejo San Gregorio has embarked on a mission to provide them and other people in need with free medical examinations and basic medicines.

Gustavo Giler Morales, a doctor and the president of the club, has teamed with an oncologist, a gynecologist, and a pediatrician who are fellow club members; four additional medical volunteers; and Rotarian and Rotaract helpers to conduct the clinics. Venezuelans make up 95 percent of those served by the clinics, according to Giler Morales; Colombians and a few Ecuadorians make up the rest. The club has provided about \$3,000 for the clinics thus far. The project, which they are calling Health Far From Home, began in early 2019, and while COVID-19 concerns stalled the effort last year, Giler Morales says they plan to resume when possible.



\$516

ECUADOR'S ANNUAL PER CAPITA SPENDING ON HEALTH CARE



Iceland

Iceland is famously lacking in trees, but fossils and archaeological records suggest that the island once boasted rich forests. In 1950, the government began a national forestation campaign, and Rotary clubs embraced the idea. “Many clubs, like mine, the Rotary Club of Akureyri, have been planting trees since 1950 and are responsible today for quite big woods,” says Soffía Gísladóttir.

As governor of District 1360, Gísladóttir grabbed a shovel and took up the annual tradition of district leaders planting a tree in their club’s honor.

“A new trend among clubs is collaborating with schools to plant ‘Orchards of the Youth,’ special tree fields with fruit trees and berry bushes,” Gísladóttir says. District 1360 provided \$7,500 for the effort, which saw the Rotary Club of Hof Garðabær and the Rotary Club of Keflavík cultivate plots at schools in their communities beginning in June 2020. The project will “allow young children and their families to learn about vegetation and raise awareness of environmentally friendly lifestyles, food waste, and food production,” she says.

52,000

ACRES OF FOREST COVER GAINED IN ICELAND FROM 1990 TO 2010

Mauritius

In late July, the *Wakashio*, a 102,000-gross-ton bulk carrier, rammed a coral reef off the island of Mauritius. The ship foundered and broke apart a few weeks later, resulting in a massive oil spill in the protected marine reserve. Rotarians, led by the Rotary Club of Rose-Belle and the Rotary Club of Mahebourg, mobilized a response to the disaster along the shoreline of Pointe d’Esny.

To keep the oil contained, responders worked around the clock to assemble booms of dried sugarcane leaves stuffed into netting attached to plastic bottle floats, says Simi Khooblall, a member of the Rose-Belle club.



Rotarians served on the front lines and beyond, providing food and drinks for the teams. “Another interesting feature of this operation involved the collection of hair from barbershops, which was placed in the booms to soak up the oil,” Khooblall adds. “People across the island also donated their hair.”

> 1 BILLION

PEOPLE WHO CELEBRATE DIWALI WORLDWIDE



India

When the global pandemic tempered observances of Diwali, curbing fireworks displays during the festival of lights, Rakesh Bhatia and his Rotary Club of Belur brightened moods in Kolkata by lighting 1,001 oil lamps, known as *diyas*, on an elevated platform opposite a prominent police station in the city. “Diwali is normally celebrated in individual houses, but this time we lit the 1,001 diyas to offer respect to all those near and dear souls who left us during this pandemic,” says Bhatia, who conceived and chaired the November initiative. “The observance was dedicated to encourage and show solidarity to all those who suffered job and business losses” as well, he says. Passersby were invited to step up and light the lamps. Club members contributed the \$300 cost of the diyas.

— BRAD WEBBER

786 SPECIES OF FISH IN THE WATERS AROUND MAURITIUS

BIG PICTURE

All aboard!

Full steam ahead with Rotary's railroading fellowship

FOR YEARS, members of the International Fellowship of Railroading Rotarians (IFRR) have gathered in the House of Friendship during the Rotary International Convention and have ridden the rails together before, during, and after conventions. In New Orleans in 2011, they rode the famous St. Charles Streetcar. During the 2017 Atlanta convention, they arranged a private tour of the operations center of the Norfolk Southern Railway. After the 2013 Lisbon convention, they went on an eight-day tour of Germany, visiting some garden railroads, scale models with cars 6 to 8 inches high that wind through fairy-tale cities.

In 2020, COVID-19 derailed such activities, but Robert Bracegirdle, IFRR's president and a member of the Rotary Club of Macclesfield Castle, England, says the pandemic has given the group a chance to expand its focus. "We can't keep relying on the convention, because it's only once a year," he says. "We need to become more relevant to Rotary's avenues of service, and we need to recruit more women."

The group plans to combine Rotary and railroading with other causes, drawing inspiration from a World Polio Day event that has been held in Australia and New Zealand, when Rotarians and Rotaractors wearing red End Polio Now T-shirts boarded trains and struck up conversations with commuters.

Says fellowship Vice President Curtis Reinhardt, of the Rotary Club of Central Coast-Passport, D5240, California: "Let's find railroading enthusiasts and get them interested in the fellowship, which can bring them into the world of Rotary."

—JOSEPH DERR

Do the locomotion

The IFRR, whose 221 members hail mainly from the U.S., United Kingdom, Australia, and Canada, welcomes members from anywhere in the world who like trains. Bracegirdle says the group's informality is one of its benefits. And, he notes, "there are no dues, so our treasurer's got the easiest job in the world." Learn more at ifrr.info.

TRACK STARS




AMAZING STATIONS

- ▶ **Berlin's Hauptbahnhof**, which we saw during our rail tour of Germany after the Lisbon convention, has multiple levels, for the local subway as well as the bullet and regional trains. — Curtis Reinhardt
- ▶ **Grand Central station** in the center of Manhattan, for the dinner and cocktails in

the Oyster Bar downstairs. I love the main concourse's star-studded ceiling. — David Harrison Griggs

- ▶ **Venezia Santa Lucia**, the terminus station for the city of Venice, is stunning because of its location on the Grand Canal and the magical experience of emerging from the noisy, bustling station concourse onto the steps that lead you directly



We were off to the Rotary Club of Loughborough Beacon's charter anniversary celebrations. On the invitation of London Underground staff, we rode in the front cab of a Tube train on the Northern line traveling south from Golders Green to King's Cross St. Pancras, with the driver showing us controls along the way.

— Tim Tucker, Rotary Club of St. Ives, England



From age 11, I had a trainspotter's book listing every engine number in Great Britain. The joy of trainspotting in Britain was to underline the engine numbers you had seen. You would see schoolboys in short trousers at main stations everywhere underlining numbers to see who would get the most. I've still got one or two of those books.

— Robert Bracegirdle

When I was a child, our family of six [including brother Curtis Reinhardt] took a trip from Missouri to California and back on the Santa Fe Super Chief, just before Amtrak took over the line in 1971. I still remember the elegant dining car and talking to the crew about what the rail system in the U.S. was like before air and auto travel took over.

— Ruth Watkins, Rotary Club of Woodbury, Minnesota



SCENIC ROUTES

► The Durango and Silverton

Narrow Gauge Railroad historic steam train in Colorado is an excursion into the old days of railroads. Stick your head out the window and you see the steam engine making its way around the bend. Then look straight down over the edge of a cliff and see the rushing river 400 feet below where someone is fly-fishing.

— Curtis Reinhardt

► Visiting the Scottish Highlands,

we traveled on the Jacobite, a steam-hauled journey along one of the most magnificent rail routes in the world, to the terminus at Mallaig and the ferry to the beautiful Isle of Skye. Many of the young passengers travel in costumes from Harry Potter films, since the Hogwarts Express was filmed along this route as it traversed the spectacular Glenfinnan Viaduct.

— Tony Allchurch, Rotary Club of Jersey, in the Channel Islands

► My most memorable train trip

was a 2½-day adventure from Singapore to Bangkok, Thailand. The Eastern & Oriental Express is a wonderfully reconstructed set of narrow-gauge cars, decorated in a 1930s motif, complete with a dining car, an observation car, and a bar/nightclub. Exquisite gourmet meals and live entertainment in the evenings. A great start to a week of Rotary fellowship at the 2012 convention.

— Don Bell, Rotary Club of Toronto

► Riding the Purple Line

elevated train from downtown Chicago to Evanston to visit Rotary headquarters was very impressive! — Bruce McNaught, Rotary Club of Brisbane, Australia

to the canalside. Immediately you become immersed in the excitement and energy of La Serenissima.

— Tony Allchurch

► **Antwerpen-Centraal** in Belgium is a magnificent building with an incredible station café. You can't believe you're in a railway station; it looks like a lord and lady's country house.

— Robert Bracegirdle

“On the Canadian from Toronto to Vancouver, the food was exquisite, with menus paired with the province through which we were traveling. The views from the observation car were spectacular.”

— David Harrison Griggs,
Rotary E-Club of Lake Atitlán-Panajachel, Guatemala

Big task, small ask

The bite-size secret to accomplishing that daunting project you've been putting off

By Nancy Shepherdson

I CONDUCTED a thought experiment among my Facebook friends recently. What, I asked, is one thing you really want to get done but can't ever seem to get around to? In a matter of minutes, I had almost 50 responses. People spoke of decluttering rooms, organizing photos, making a financial plan, changing careers, writing a book.

All those projects have one thing in common: They are too complex or time-consuming to accomplish in one fell swoop — and that makes it easy to put them off until some other day.

When the pandemic left many people with more time at home, a lot of us assumed we would finally tackle those big projects. All but the most disciplined among us, however, found ways to avoid starting on them. One friend described to me how, even though she had a home office, she had set up her computer at her dining room table because organizing the chaos on her desk was more than she could handle.

In her 2020 book, *Joy at Work*, organizing guru Marie Kondo writes that people need to be conscious of this tendency to put things off: “There’s a reason why we usually prioritize urgent tasks over important ones. Important tasks tend to be more difficult to complete than urgent ones, making us more reluctant to start them.” Wise woman, Kondo.

A year ago, I found myself in that situation. For years, I had been putting off cleaning the clutter — especially my late mother’s things — out of my house. I also wanted to write a family history, work on my finances with an eye toward retirement, and finally clear the buckthorn out of my yard. Like everyone, I was suddenly spending a lot less time (none, actually) traveling to meetings, going to parties, and doing other fun things. I could feel the found time rising up around me like a tsunami of opportunity. And, like many people, I was raring to go but found myself watching TV instead.

I could escape into binge-watching, but I couldn’t escape the fact that I was making no progress on my long-deferred projects. Then, six weeks into the lockdown, I read an article about how to overcome procrastination that contained the advice to “always complete a task if doing so would take two minutes or less.” That sounded doable.

As it turns out, you can’t get big projects done two minutes at a time. But the article did give me an insight: I was focusing so much on how big my jobs were that it was easy to talk myself out of doing anything at all. What if I just got started?

A couple more days of not starting ensued.

Finally, I decided that even I could stick with a job, even a big one, for a few minutes. So I decided to tackle the task that was bothering me the most. Every time I went outside for a walk, I was confronted with it: the buckthorn that was slowly choking my flower beds. In northern Illinois, buckthorn is an invasive shrub that spreads easily, mainly by acting as a laxative to birds. Like some horror movie ectoplasm, if ignored, it can quickly take over.

Contemplating the spreading greenery one hot summer day while enjoying a cool beverage on my deck, I started imagining how much I could accomplish in a couple of hours. So I got out my loppers, my gloves, and my weed killer and began hacking away. After 30 minutes, dripping with sweat and exhausted, I quit, retreating inside for a blast of air conditioning. As I stood at the window with a Popsicle, looking at the little area that was now cleared of buckthorn, I was shocked by the intensity of my delight. Wow, I thought. Look what I did in just a half-hour.

The next day, I couldn’t wait to get out there for another 30 minutes of soul-satisfying progress. How easy it now seemed to do something that would produce tangible results with such a minimal investment of time. I began telling my husband, who was also working from home, that I had to go out and “do my 30 minutes.” Every day, I spent a half-hour removing buckthorn, and because I wasn’t overtaxing myself, I almost

Nancy Shepherdson, a freelance journalist in Deer Park, Illinois, and a member of the Rotary Club of Lake Zurich, has a new lucky number: 30.



always looked forward to the next day's 30 minutes.

Many times, it was surprisingly difficult to stop when the half-hour was up. I would get into the flow and felt like I could lop for hours. Just one more little patch, I would tell myself.

Science has a name for that desire to keep going with something once you get started. The Zeigarnik effect is named for Russian psychologist Bluma Zeigarnik, who noticed that waiters tended to remember incomplete orders better than complete ones. In experiments, she discovered that the desire for closure in humans is strong and universal. Noncompletion creates a desire for completion that will nag at us until we get it done.

And if you've already given up on your New Year's resolution, the same impulse may explain why. When making resolutions, we tell ourselves we are going to work on something until we've accomplished it — and at first, it feels great to do that. But when it takes longer to accomplish that big goal than we think it should, our failure to reach closure starts eating at us. Our subconscious mind, suffering from severe Zeigarnik effect, pushes us toward the relief of quitting and being done with it once and for all. Let's watch TV instead.

To overcome that temptation to work too long — or to quit too soon — Berlin-based consultant Francesco Cirillo developed a time management method that uses a kitchen timer, set in 25-minute increments. (He calls it the Pomodoro Technique, named for his tomato-shaped timer.) There are also apps to help you do this; I like one called Timely, which has a stopwatch you can set for exactly 30 minutes.

To be maximally productive during your concentrated period of work, Cirillo recommends keeping interruptions at bay. If the thought of an unrelated task or activity comes to you as you're working, he says, just make a note of it and put it aside. He also recommends that every morning, you write down all the urgent and non-urgent projects on your plate, but that's too much pressure for me. To decide how to spend your 30 minutes each day, I say, pick the project that's nagging at you most and launch into it. You know which one it is.

I've discovered through trial and error that I do need to repeat several simple steps every day: I gather any equipment I will need. I promise myself a reward. I tell anyone who might need something from me that I will not be available for anything but dire emergencies for 30 minutes. I set my stopwatch. Then I dive in, and I don't allow any interruptions.

I had been putting off cleaning the clutter out of my house. I also wanted to write a family history, work on my finances with an eye toward retirement, and finally clear the buckthorn out of my yard.



When the timer goes off, I stop immediately, even if I'm in the middle of something. I step back and admire my progress — because I have made some. I savor my reward. Then I make an appointment with myself for the next day, and I look forward to getting started again.

Can 30 minutes a day really make a difference? Over a year, it adds up to the equivalent of 22 eight-hour days you can devote to something you've probably already spent at least that much time avoiding.

Some people don't have trouble with procrastination. They say *just do it*. Those of us in the *do it some other day* camp should understand that our subconscious minds are trying to protect us from fear: fear of boredom, fear of never being done, fear that it won't be good enough, fear of falling down a black hole of grief if you confront that pile of your mom's stuff.

Recently, I made dealing with my mom's things my latest 30-minute project. I had studiously avoided doing this since she passed away nearly four years ago. Ever since I cleaned out her apartment, keeping things I couldn't bear to give away, the boxes had been sitting in a corner of my guest bedroom under a blanket. That blanket can't hide the psychic discomfort, but I found that approaching my task as a 30-minute project took away a lot of the dread. How bad could it be if I could quit in 30 minutes?

To ease my way in, I started with the paperwork, sending tax returns and financial paperwork through the shredder, 30 minutes at a time. The jewelry and knick-knacks are slowly resolving themselves into the keep, donate, and toss categories. Soon, I'll turn to the photos and souvenirs she treasured. And as I go, I find myself looking forward to spending a nostalgic half-hour a day with my mom. ■

GOODWILL

A birthday gift of giving

Paul Harris' legacy lives on through donor programs that carry his name

THE 19TH OF APRIL marks the 153rd anniversary of the birth of Paul Harris, and there are a number of ways to commemorate Rotary's founder this month.

Most Rotary members know this story well: As a lawyer practicing in Chicago at the turn of the 20th century, Paul Harris had the idea of bringing together a group of local businessmen for friendship and to expand their professional networks. Harris persuaded several business associates to meet up to discuss his idea, and on 23 February 1905, Harris, Gustavus Loehr, Silvester Schiele, and Hiram Shorey gathered at Loehr's downtown office for what eventually became known as the first Rotary club meeting.

On 27 January 1947, Harris died in Chicago at age 78 after a long illness. He had made it known that he preferred people to contribute to The Rotary Foundation instead of sending flowers. By coincidence, days before he died, Rotary leaders had committed to a major fundraising effort for the Foundation.

Upon Harris' death, Rotary created the Paul Harris Memorial Fund as a way to solicit those donations. Rotarians were encouraged to commemorate the founder of Rotary by contributing to the fund, which would be used for purposes dear to Harris' heart. In the 18 months following his death, the Foundation received \$1.3 million, which helped support its first program — scholarships for graduate study abroad.

Harris' desire to encourage giving to the Foundation lives on through two donor recognition programs that carry his name.

In 1957, the Paul Harris Fellow program was established to recognize individuals who give \$1,000 to the Foundation or have a contribution in that amount made in their name. The first Paul Harris Fellows, for donations made in 1946, were Past Rotary International Director Allison G. Brush, who served during the 1937-38 Rotary year, and longtime RI Treasurer Rufus F. Chapin.

In the early years of the program, Paul Harris Fellows received a certificate of recognition. In 1969, the Foundation unveiled the first Paul Harris Fellow medallion. Today, Paul Harris Fellows receive a certificate and a lapel pin (special pins honor Paul Harris Fellows who give at levels between \$2,000 and \$9,999). They are also eligible to buy a Paul Harris Fellow medallion.

Many notable figures have been named Paul Harris Fellows, including U.S. President Jimmy Carter, Russian President Boris Yeltsin, U.S. astronaut James Lovell, UN Secretary-General Javier Pérez de Cuéllar, and polio vaccine developer Jonas Salk.

The legacy of Paul Harris giving grew with the establishment of the Paul Harris Society, which recognizes those who pledge to contribute \$1,000 or more each year to the Annual Fund, the PolioPlus Fund, or approved global grants.

The Paul Harris Society was the brainchild of Wayne Cusick, who was serving as District 5340 Rotary

Foundation chair in 1998. Seeing how his district was becoming increasingly involved in matching grant projects, Cusick was concerned that the Foundation would soon need more support to meet the growing demand. He had the idea to create a new level of recognition and called it the Paul Harris Society.

Cusick ran the program as a pilot in his district. During the first year, 55 Rotarians participated, and in subsequent years, the program grew. In the early 2000s, Cusick and his wife, Lee Ann, spread the word about this idea to other districts. They staffed booths at Rotary International conventions and sent hundreds of emails responding to inquiries about the District 5340 Paul Harris Society.

In 2006, the Trustees of The Rotary Foundation recognized the Paul Harris Society as an official recognition and fundraising program to be administered by the districts, and interest in the idea grew dramatically. In 2013, the Trustees adopted the Paul Harris Society as one of the Foundation's official programs.

Since becoming an official recognition program, the Paul Harris Society has grown to more than 26,000 members in 145 countries. There are a number of 100 percent Paul Harris Society clubs, as well as 100 percent Paul Harris Fellow clubs. Although only about 2 percent of Rotarians are registered with Rotary as Paul Harris Society members, in 2019-20 they accounted for over 17 percent of total giving.

Even when Rotary was in its early days, Paul Harris believed that the organization would endure. He also knew that a lasting impact required a solid financial basis built on member contributions. Rotary members have never failed to live up to his confidence in their generosity.



26,000+
Number of Paul Harris Society members

\$33 million+
Amount Paul Harris Society members contributed to The Rotary Foundation in 2019-20

2006
Year the number of Paul Harris Fellows reached 1 million

3,972
Clubs in which 100% of members are Paul Harris Fellows

Make a contribution to The Rotary Foundation in your name or to honor someone else at rotary.org/donate. Learn more about Paul Harris Fellows, the Paul Harris Society, and other levels of donor recognition at rotary.org/donate/recognition.

**THIS IS
OUR ACTION
PLAN.**

OUR PRIORITY

**WE'RE
INCREASING
OUR
IMPACT**

Rotary 

Thriving in a data-driven world.

We all want Rotary to have an enduring legacy of change. But if we can't offer concrete proof of what we're achieving together, it's hard to engage innovative, motivated change-makers to join or partner with us. And it's even harder to improve our programs and projects in ways that really matter.

We can reach our full potential by improving our ability to collect and analyze data. We can figure out which programs are having an impact and which ones need adjustment. And using what we've learned from our polio eradication efforts, we can look for ways to replicate and scale programs with the most potential to create lasting change.

What we will do.

Apply what we've learned from the fight against polio to all of our areas of focus

Direct efforts and resources to the most impactful programs

Build a measurement methodology and infrastructure that's right for Rotary

What your club can do.



Want to know more?

Read the full Action Plan at rotary.org/actionplan

**Protecting
the environment
has always been
important
to Rotarians.
Now Rotary has
made it official**

IN OUR NATURE

By Diana Schoberg



Simon Migaj



On 26 June 2020, then-Rotary President Mark Daniel Maloney made a momentous announcement:

The environment would become a new area of focus for Rotary. It was one of the final achievements of a term disrupted by the COVID-19 pandemic and capped by Rotary's first virtual convention. "Ultimately, the proposal passed the Trustees unanimously, the Board approved it unanimously, and I had this great satisfaction — sitting in my living room," Maloney said during a recent interview over Zoom.

The moment was built upon decades of Rotarian interest. In 1990-91, Rotary President Paulo V.C. Costa made the environment a focus of his term, creating the Preserve Planet Earth Committee to look at ways clubs and members could carry out environmental initiatives. Surveys have found that the environment is one of the top-ranking causes among members of the Rotary family.

Over the decades, Rotary members have carried out thousands of projects to protect the environment. In just five years, global grants totaling \$18 million have funded projects that help support the environment while also focusing on one of Rotary's causes, such as providing clean water and sanitation, growing local economies, and supporting education. Now that the environment is itself one of Rotary's causes, members have even more opportunities to focus on issues that are important to them.

"The boundless creativity, enthusiasm, and determination of Rotarians everywhere, combined with their willingness to take on significant problems, make them particularly suited to make an impact on the environment," says 2017-18 RI President Ian H.S. Riseley, who chaired an environmental issues task force that championed the new area of focus.

Read on to find out how Rotary members have already been supporting the environment and to learn about new kinds of projects that will be eligible for global grant funding as of 1 July.

RECYCLING

In Campo Mourão, Brazil, only 5 percent of garbage is recycled, and workers at the local recycling facility lacked the equipment needed to increase productivity. Without a conveyor belt, they had to sort recyclable materials at tables and move them by hand, requiring extra time and effort. And their outdated press was slow and created bales of recyclables that were smaller than standard for the regional market.

Working with a local environmental program that coordinates the recycling cooperative, members of the **Rotary clubs of Campo Mourão and Little Rock, Arkansas**, developed a project to **increase workers' capacity to separate and process recyclable materials**, providing both economic and environmental benefits. The project, supported by a \$33,066 global grant in the community economic development area of focus, funded the purchase of equipment to improve worker safety and efficiency and provided environmental and financial training. Workers sorted an additional 2.63 tons of recyclables per month after the grant project was implemented, and their income increased nearly 25 percent per month.



Alf Ribeiro



SOLAR LIGHTS

In the remote villages of Ndandini and Kyaithani in eastern Kenya, families live on less than \$1 per day, and their homes are not connected to any electrical grid. Most cannot afford kerosene or paraffin to light their homes, which means students cannot see to do their homework in the evenings.

Members of the **Rotary clubs of Sunshine Coast-Sechelt, British Columbia, and Machakos, Kenya**, learned about the problem while working in the area on other projects. In 2014, the Rotarians embarked on a project, supported by a \$101,564 global grant in the basic education and literacy area of focus, to **bring environmentally friendly solar power into homes and schools.**

About 1,500 students attending local schools were each provided a solar light under a rent-to-own program; students pay \$1 per month, less than the cost of paraffin, for eight months, after which they own the light. The proceeds are used to provide another student with a solar light the following year. Project partner Kenya Connect, noting that the time students spend reading has tripled with the introduction of the solar lights, described the program as “a game changer in our efforts to improve the quality of education for rural schools.”

The grant, combined with funding from The Rotary Foundation (Canada) and the government of Canada, also created computer labs at two schools and a solar system to provide enough power for the entire setup. More than 200 teachers received training on digital learning and ways to better make use of computers in their teaching.

WATER DIVERSION

Residents of two communities near Aurangabad, India, get their water from wells that are recharged annually by monsoon rains. But within a few months after the rains end, the wells run dry, and community members either must go further afield to fetch water or must buy it, which many cannot afford.

Members of the **Rotary clubs of Aurangabad East and Chatswood Roseville, Australia**, collaborated on an eco-friendly solution using a simple, traditional technology: check dams. These small dams are constructed across gullies to control the rate of stormwater flow. **They decrease erosion and increase the amount of water that percolates into the ground.** More than 200,000 check dams have been built across India for this purpose; a check dam constructed in India in the second century is one of the world's oldest water diversion structures still in use.

In Aurangabad, the monsoon rains flow via a channel across a government-owned sports training center toward the sewage-contaminated Kham River. Supported by a \$36,500 global grant in the water, sanitation, and hygiene area of focus, Rotary members funded the construction of two concrete check dams on the campus. The increased percolation of the monsoon rains into the ground is expected to lengthen the period each year during which the area's 20,000 residents can obtain water from their wells. The dams have an anticipated life span of 75 years and require little maintenance.



Suprabhat



WATER CONSERVATION

A series of global grant projects of the **Rotary clubs of Haifa, Israel, and Coral Springs-Parkland, Florida**, are using an environmental education program to **unite students of different cultures and beliefs** around a topic of mutual importance in the desert region: water conservation. Students from 60 schools participated in the second phase of the project, which was supported by a \$152,723 global grant in the peacebuilding and conflict resolution area of focus.

Schools selected research topics of interest related to water conservation or technology, such as desalination, rainwater harvesting, or water leaks. The teachers and students were supported in their science projects through equipment and connections with experts such as engineers, biologists, or physicists. More than 150 teachers received training in 26 training events.

Most schools in Israel are separated by culture or religion, whether Jewish, Muslim, Christian, or Druze. Through the cross-cultural component of the global grant project, students visited one another's schools to see the research projects and came together for joint field trips to visit industry facilities or to hear related speakers, giving an opportunity for interaction that they didn't have otherwise.

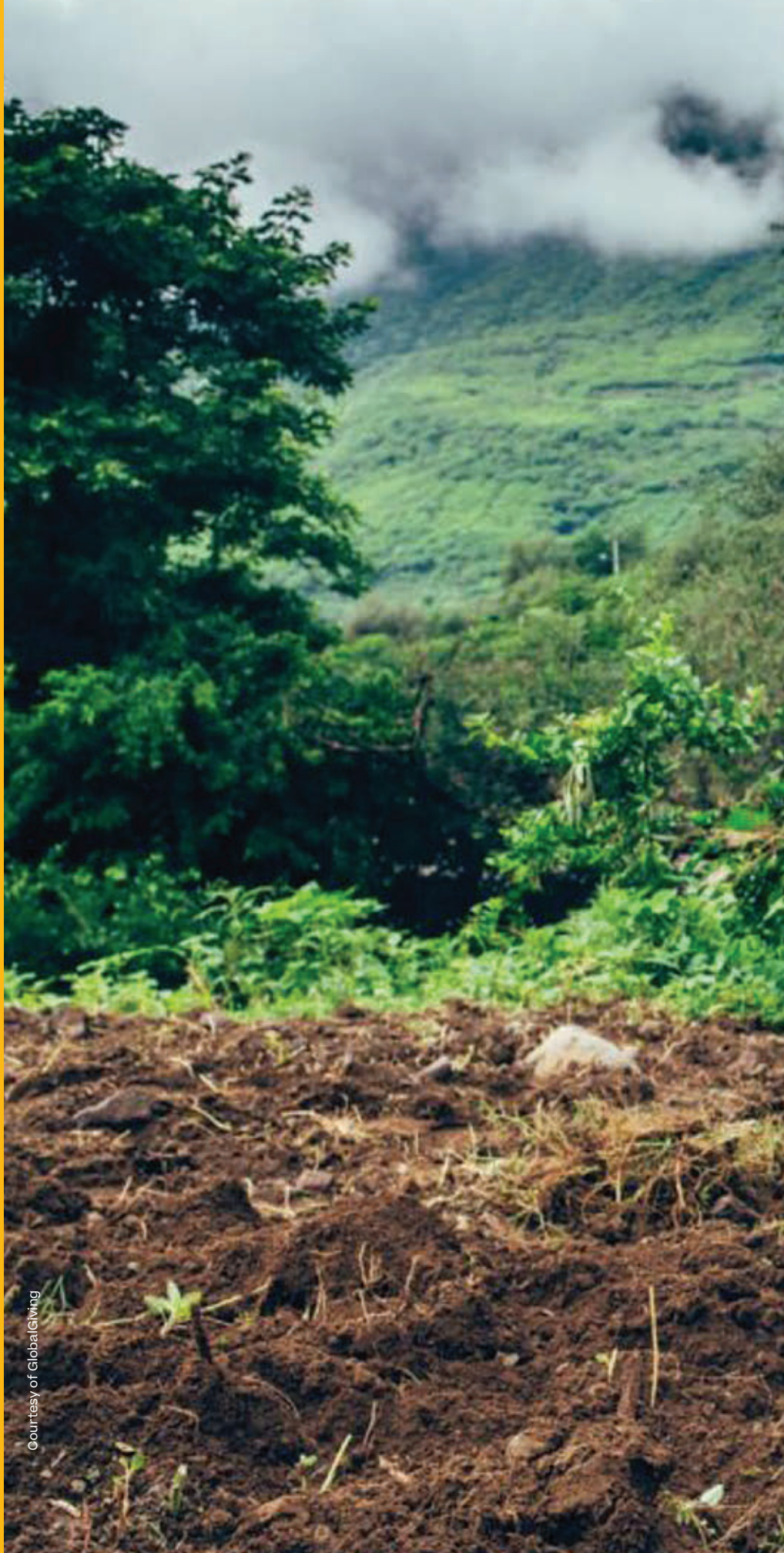
SUSTAINABLE FARMING

The Indigenous Tarahumara people live on the remote slopes and canyons of Mexico's Sierra Madre mountains, growing ancient varieties of corn and beans for sustenance. But the seeds for these plants, handed down through generations, were wiped out by a prolonged drought. In the wake of the resulting widespread hunger, many young people and women with children left their homes to beg on city streets.

Members of the **Rotary clubs of Chihuahua Campestre, Mexico, and St. Augustine Sunrise, Florida**, worked with a nongovernmental organization called Barefoot Seeds to facilitate community discussions with Tarahumara leaders to come up with solutions. Community leaders said they wanted seed banks and improved water storage to support continued subsistence farming.

A project supported by a \$49,900 global grant in the community economic development area of focus **established seed banks, demonstration farms, and plots to grow additional seeds using sustainable farming methods; reintroduced goats to improve soil fertility; installed rainwater harvesting equipment; and provided training.** The project also provided solar-powered chest freezers to further extend the shelf life of stored seeds. At least 500 Tarahumara farmers received seeds, goats, or improved water access the first year.

Courtesy of GlobalGiving



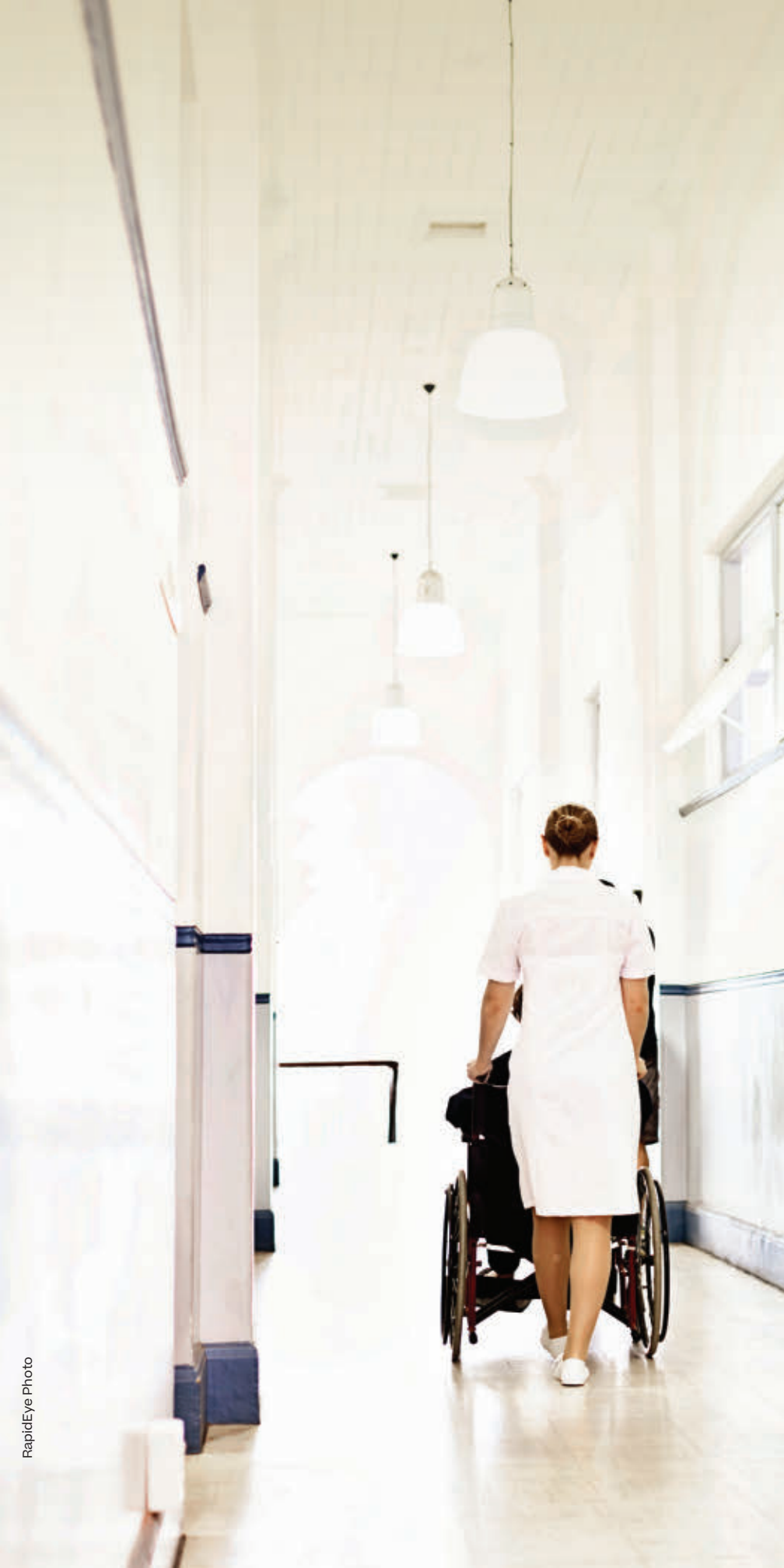


ECO-STOVES

A traditional wood fire for cooking produces the equivalent of 400 cigarettes' worth of smoke in an hour. With around 3 billion people around the world still relying on such fires — many of them inside the home — more people die from indoor air pollution than malaria, tuberculosis, and HIV/AIDS combined, according to the World Health Organization. Additionally, the black carbon emitted from these fires, which absorbs sunlight, is believed to contribute to climate change, while the need for wood drives deforestation.

Members of the **Rotary clubs of Guatemala del Este and Los Angeles, California**, worked together to help families living in San Lucas Tolimán, Guatemala, on the southeastern shore of Lake Atitlán. The lake, which is the primary source of drinking water for communities including San Lucas Tolimán, is severely contaminated in part because of storm runoff from areas where trees have been cut down for fuel for cooking fires. Supported by a \$160,000 global grant in the disease prevention and treatment area of focus, the project **provided 1,000 families with eco-stoves that vent to the outside and decrease the amount of firewood needed by 70 percent.** Each stove is expected to reduce carbon emissions by 3 to 4 tons per year.





RapidEye Photo

CLEAN ENERGY

The Berlin Polyclinic has been the main provider of primary health care in Gyumri, Armenia, since it opened in 1993 after a devastating earthquake in the region. But access to health care there remains limited. In conversations with medical center representatives, members of the **Rotary Club of Gyumri** learned that the clinic's ability to serve patients is significantly hampered by drastically rising energy costs: In the past decade, the cost of electricity has gone up 200 percent, natural gas 70 percent, and water 50 percent. Those increases, combined with inefficient heating and water heating systems, had forced the clinic to cut its hours of operation during the region's long winters. As a result, during the heating season — which runs from October to April — the clinic saw an average of 25 to 30 percent fewer patients.

In 2017, Gyumri Rotarians worked with the **Rotary Club of North Fresno, California**, on a project — supported by a \$101,000 Rotary Foundation global grant in the maternal and child health area of focus — that both increases patient access and benefits the environment. **The installation of photovoltaic panels, a solar hot water system, solar heat pumps, and LED lighting** was projected to reduce annual energy costs by 80 percent, allowing the clinic to operate at full capacity year-round — and reducing carbon emissions by 50 percent in the process. During the first winter heating season with the new system, the number of patients served increased by 32 percent.

HOW ‘THE STARS ALIGNED’

We spoke with **2019-20 Rotary President Mark Daniel Maloney** about why Rotary decided to make the environment an area of focus, and about how Rotary members have responded.

“

We all agree that we need clean water for survival, we all need healthy soil and oceans for food, and we all need clean air for a healthy respiratory system. If we simply focus on what we need to do to achieve these, then we improve our climate health as well. People and the planet are inextricably linked. You must care for both. I am so excited that [Rotary has] now expanded our concept to formally include our planet.

Jennifer Scott

- ▶ Rotary Club of Central Blue Mountains, Australia
- ▶ Former adviser to the Australian minister for the environment
- ▶ Member of The Rotary Foundation Cadre of Technical Advisers

Why did you think it was important that Rotary make the environment an area of focus?

I'm not a tree-hugger, but I have grave concerns about climate change as an issue that will affect my grandchildren and future generations. And I must admit to a selfish motivation: I was concerned that we were missing the boat. In surveys of Rotarians, Rotaractors, and potential Rotarians, the environment is one of the top five causes for every group. For the general public — prospective Rotarians — it was their No. 1 cause. That prospective Rotarian would go to the Rotary website and look at our causes, not see the environment listed, and move on. I saw it as an issue of Rotary's relevance, in addition to being something we need to do substantively. One of my emphases as president was to grow Rotary, and I saw not having the environment as one of our causes as a hindrance to growth.

Before the Board and Trustees votes, what were you hearing from Rotarians about the environment?

In June 2019, while I was president-elect, I made a trip to the Philippines to celebrate the centennial of the Rotary Club of Manila, the first Rotary club in Asia. It wasn't just a celebratory banquet. There was a day of speakers, and I was invited onstage as part of a roundtable discussion with then-Rotary International Director Rafael Garcia and several RI presidents and directors as well as past and current district governors. The other panelists asked me questions. Here we were, on the stage with high-level business-people, and more than half of the questions dealt with the environment. That really made an impression on me. But it wasn't just in the Philippines. I've encountered questions about the environment all over the world: in South

America, at the Brazil Rotary institute. At the 2019 Rotary International Convention in Hamburg. At a Rotaract event in Surat, India.

The environment task force was set up in October 2019, and the next area of focus was approved the next June. How was this accomplished so quickly?

We were making progress toward having the 2020 Rotary Convention in Honolulu certified as a green convention before it was moved online due to the pandemic. We were partnering with the Environmental Sustainability Rotary Action Group and the Water, Sanitation, and Hygiene Rotary Action Group to hold an event on World Environment Day on 5 June. This was all coming together to bring the environment to the forefront in Rotary. I think it just took somebody willing to push a little. Frankly, I didn't have to push that hard. The stars had aligned. You had the president of Rotary and several past presidents serving on the Board of Trustees who wanted it to happen.

How do you respond to Rotarians who say this isn't Rotary's business?

I have not encountered that. I know when you start talking about climate change in the United States, there are some issues with terminology. But frankly, outside of the United States, I think there's a great deal of lack of comprehension about why there's such opposition here.

We're not forcing anybody to do anything. We're not taking a political stance. This is an avenue that, if you're interested in doing a project with an environmental impact, gives you the opportunity to access funding through global grants. We are responding to what Rotarians want to do: Rotarians want to address environmental issues.

THE ENVIRONMENT

Rotary members were already able to use global grants to fund projects that benefit the environment through the existing areas of focus. So what's new?

Under the environment area of focus, Rotary members can tap into global grant funding specifically for initiatives such as:

- ▶ Restoring habitat, planting native vegetation, and removing invasive plant and animal species
- ▶ Protecting endangered species and preventing illegal wildlife trade
- ▶ Addressing overfishing, pollution, and coastal erosion
- ▶ Educating communities in conservation and resource management
- ▶ Supporting eco-friendly agriculture and sustainable fisheries
- ▶ Promoting the use of traditional and Indigenous knowledge in resource management
- ▶ Supporting the transition to energy-efficient transportation
- ▶ Eliminating exposure to environmental toxins
- ▶ Reducing food waste

Like all global grant projects, those under the environment area of focus will require a community assessment and must be sustainable. Projects that will not be eligible include community beautification projects, single-event cleanups, tree plantings that are not part of a broader strategy, and outdoor recreation initiatives.

Applications under the environment area of focus will be accepted starting 1 July. Learn more at rotary.org/environment. ■

“

As an environmentalist and proud Rotarian, having Rotary's attention directed to the environment fits exactly within my interests.

Wijdan Alsharif

- ▶ Rotary Club of Ramallah, Palestine
- ▶ Co-founder of the Palestine Green Building Council
- ▶ Rotary Foundation Cadre member

“

The environment plays an important role in healthy living and the existence of life on planet Earth. We are all dependent on the environment for food, fiber, air, water, and other needs. Rotarians will be able to share their professional knowledge to enrich this area of focus. There are countless ways that Rotarians can address these needs locally and internationally.

Jalal Uddin Shoaib

- ▶ Rotary Club of Cox's Bazar Shaikat, Bangladesh
- ▶ Land use planner
- ▶ Rotary Foundation Cadre member



A HISTORY OF VACCINATION

Erin Biba is a science journalist whose work has appeared in *Scientific American*, *Wired*, *the Daily Beast*, *Popular Science*, and the BBC.

2,000 years of innovation gives the world a shot in the arm

By Erin Biba

Vaccines have prevented about 10 million deaths from disease since 1963, researchers estimate. Rotary members know the power of vaccination well: The oral polio vaccine has helped bring cases of wild polio down 99.9 percent since 1988, with the virus remaining endemic in only two countries today. And now, as COVID-19 vaccines are being distributed around the world, the experience and knowledge that Rotary and its partners in the Global Polio Eradication Initiative have gained are helping protect communities from the pandemic.

Rotary members are getting involved in supporting the COVID-19 vaccine rollout in some of the same ways they've been working to end polio — by raising awareness for vaccination in their communities, supporting health workers, combating misinformation and vaccine hesitancy, and advocating for fair and equal vaccine distribution in vulnerable communities. Clubs can partner with local health agencies and, where applicable, with our polio eradication partners WHO and UNICEF at the country level.

World Immunization Week, celebrated the last week of April every year, will take on outsize importance this year. As the world looks toward immunizations to stop the COVID-19 pandemic, we look back at the fascinating history of these lifesaving medicines. Share the efforts of your club or district — and see what other Rotarians are doing — to support COVID-19 vaccination and prevent the disease's spread at my.rotary.org/showcase. Learn more about Rotary International's efforts at rotary.org/covid-and-our-members.



Left: Ancient Greek historian Thucydides made one of the earliest written observations about immunity. **Below:** Smallpox pustules are a hallmark of the disease.

430 B.C.

As observed by Greek historian Thucydides, people who survived a plague in Athens that started in this year were never affected by it again.

1549

The earliest written mention of variolation appears in China. The technique, whose name is derived from the Latin word for smallpox, involved inoculating a person with the virus to induce a mild form of the illness. Health practitioners removed dried scabs from people with smallpox, ground them, and blew the powder into the nostrils of the uninfected (left nostril for girls, right for boys). About 1 to 2 percent of those who underwent the technique died from smallpox, compared with 30 percent of people who contracted the disease without variolation. The use of this method is thought to have begun as early as 200 B.C.

1706

Onesimus, a Libyan-born enslaved worker in Massachusetts, shows his enslaver, Puritan minister Cotton Mather, a childhood scar and explains how variolation was used in North Africa. After studying the procedure, Mather is convinced it could be an effective weapon against the scourge of smallpox and persuades a local doctor to use it when Boston is hit by an epidemic of the disease in 1721.



Smallpox, thought to have been carried to the Americas in the 1500s on Spanish ships, decimated Indigenous populations.

Right: Smallpox vaccine inventor Edward Jenner appeals to vaccine opponents in this 1808 caricature. **Far right:** School nurses administer the diphtheria vaccine in New York in the 1920s.



1777

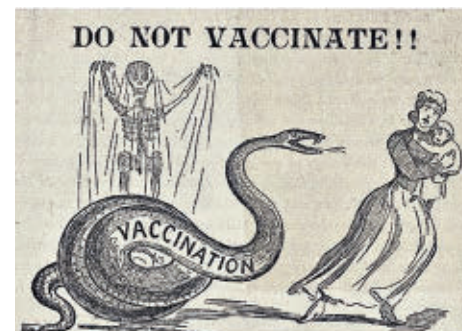
U.S. General George Washington orders the vaccination of every soldier in the Continental Army who has never had smallpox. Washington himself had contracted the disease at age 19. “George’s nose was lightly pitted with pockmarks, a defect discreetly edited from most sanitized portraits,” writes Ron Chernow in his Pulitzer Prize-winning *Washington: A Life*, in which he characterized the young man’s illness as “a fantastic stroke of luck, furnishing him with immunity to the most virulent scourge of eighteenth-century armies.”

1796

In rural England, after investigating a folk belief that milkmaids never got smallpox, Edward Jenner, a London-trained doctor, inoculates eight-year-old James Phipps with liquid drawn from the lesions of Sarah Nelms, a milkmaid who had contracted cowpox, a significantly milder ailment than smallpox. After the boy’s relatively quick recovery from cowpox, Jenner variolates James with smallpox, yet no symptoms appear. The boy’s exposure to cowpox, Jenner concludes, had made him immune to smallpox. He dubs his discovery “vaccination,” from the Latin word *vacca*, meaning cow.

1801-03

After the inept handling and administration of the first Jenner vaccine in the United States, President Thomas Jefferson designs a container that will more reliably transport the vaccine and inoculates 30 people at Monticello. “It was mainly thanks to ... Jefferson that the reputation of vaccine was saved,” asserts Arthur Allen in his book *Vaccine: The Controversial Story of Medicine’s Greatest Lifesaver*.



Above: Jenner performed his first vaccination on a local boy.

Right: The anti-vaccination movement escalated in the late 1800s; tens of thousands of people protested compulsory smallpox vaccinations at a rally in Leicester, England, in 1885.



Wellcome Collection

1925

While working on a vaccine for tetanus and diphtheria, Gaston Ramon, a French veterinarian, demonstrates that the addition of substances such as tapioca, agar, starch oil, and even bread-crumbs increases the vaccine's effectiveness. The following year, British immunologist Alexander Glenny finds that aluminum salts are the most effective additive — or “adjuvant,” as such additives come to be known — to increase the effectiveness of the diphtheria vaccine. Adjuvants remain an essential ingredient in vaccines. Most recently, modern biotech pharmaceutical companies have been forming partnerships to add their proprietary adjuvants to help boost the effectiveness of the COVID-19 vaccine and reduce the dosage needed for each patient, allowing for the inoculation of more people.

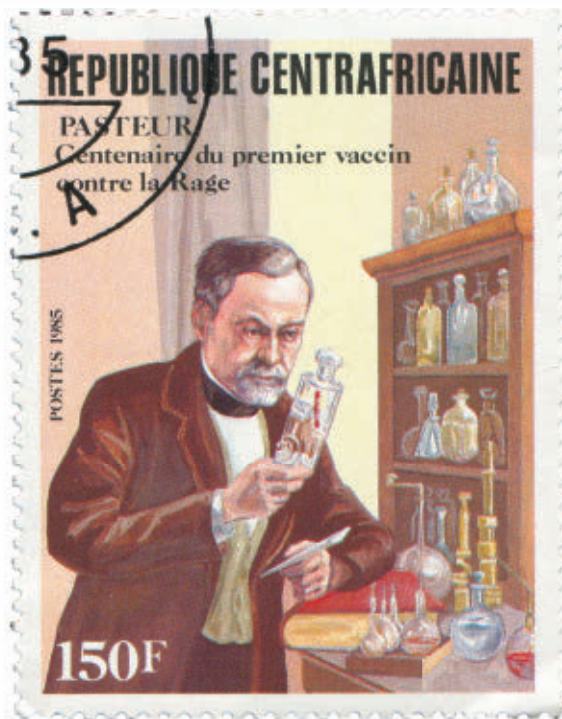


1952-53

Leone Farrell, a biochemist and microbiologist at the University of Toronto, finds that gently rocking vials of the poliovirus stimulates its growth. The discovery, known today as the Toronto method, enables researchers to mass-produce poliovirus in order to conduct vaccine trials and revolutionizes the production of vaccines. Farrell is not allowed to attend a dinner honoring polio vaccine developer Jonas Salk that is held in a men's-only venue — although, according to one account, she is permitted to “stand at the doorway of the dining room to shake the great man's hand.”

1879

After instructing his assistant to inject some chickens with *Pasteurella multocida*, the germ that causes cholera in birds, French chemist and microbiologist Louis Pasteur (who had first isolated the bacterium) goes on vacation. So does his assistant — without following his boss's orders. When the assistant returns, he belatedly injects the month-old bacteria into the birds, and, though they become sick, they do not die. Pasteur discovers that they are immune to additional doses of the bacterium. He calls the intentional lessening of an organism's virulence “attenuation.” Over the next 50 years, scientists will use live attenuated or inactivated (killed) bacteria or viruses to create vaccines for typhoid, plague, pertussis, tuberculosis, and other diseases.



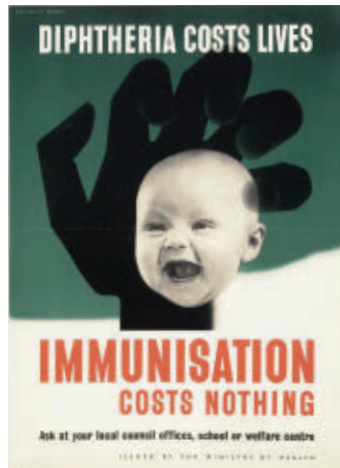
Above: Jonas Salk used a chemical called formalin to inactivate poliovirus samples. His polio vaccine was approved for use in 1955.

Left: Louis Pasteur developed the first vaccines for fowl cholera, anthrax, and rabies.

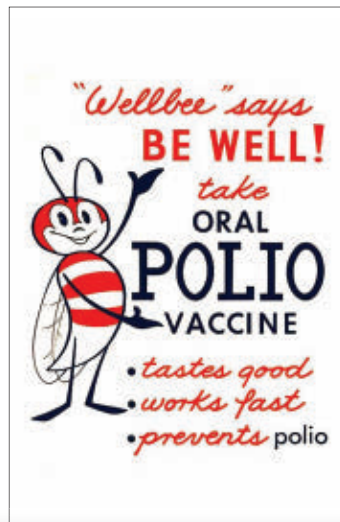
1955

After a field trial involving 1.8 million Americans, Thomas Francis Jr. of the University of Michigan announces that Salk's polio vaccine is "safe, effective, and potent." The work, the university's press release of 12 April reported, was "financed by nearly one million dollars worth of dimes which have been donated to the National Foundation [for Infantile Paralysis]." The vaccine used cells from a cancer patient whose story was made famous in the 2010 book *The Immortal Life of Henrietta Lacks*.

Imperial War Museums



U.S. Centers for Disease Control and Prevention



Above: Posters have long been used as part of the public health efforts to encourage people to get vaccinated, including in Rotary's fight to end polio. **Right:** Vaccinators used jet injectors for smallpox.



George Stenhouse

1961

The world's seventh known cholera pandemic sweeps the globe, affecting 117 countries and infecting 1.7 million people before it is quelled in 1989. In a single week in 1973, health officials vaccinate 1 million people in Naples, Italy, limiting fatalities there to 12.

1966

The World Health Organization (WHO) launches the Smallpox Eradication Program to stop the spread of the disease among the 60 percent of the world's population who are unvaccinated against it. In 1980, WHO announces that smallpox has been eradicated worldwide.



Top: Rotary members transport a cooler of oral polio vaccine during a National Immunization Day in Nigeria. **Bottom:** Rotary and its partners in the Global Polio Eradication Initiative launched the Kick Polio Out of Africa campaign in 1996.

2020

In one of the most spectacular scientific efforts ever, researchers around the world study, test, and release two vaccines to tackle the previously unknown COVID-19 virus. Rather than using killed or attenuated viruses, the vaccines use a type of genetic material called mRNA (messenger RNA). A snippet of the COVID-19 virus's genetic material, encased in a special coating of fatty acids, acts like a codebook for the immune system to build defenses against the virus. This revolutionary type of vaccine, which has been studied for several decades and trialed since the 1990s on other diseases, is thought to be much safer than the traditional method of using live whole virus. Experts predict the breakthrough of this successful technique will forever change the course of vaccine development and production. ■

1985

Rotary International launches PolioPlus, kick-starting the Global Polio Eradication Initiative. The program grows to include the U.S. Centers for Disease Control and Prevention, WHO, UNICEF, the Bill & Melinda Gates Foundation, and Gavi, the Vaccine Alliance. By the end of 2020, cases of wild polio occur in just two countries worldwide.



2002

Routine smallpox vaccination in the United States ended in 1972, but anticipating the use of the disease as a biological weapon in a possible war with Iraq, President George W. Bush lays out a plan for inoculating 500,000 military personnel and up to 10 million civilian health care and emergency workers. On 21 December, to promote public awareness, the president receives a smallpox vaccination, "pricked 15 times," according to Arthur Allen's *Vaccine*, "with a tiny, bifurcated needle, whose prongs held between them a droplet of vaccine virus derived from an infected calf."



Left: A member of the U.S. military's smallpox response team receives a vaccination. **Above:** Share how your club is supporting COVID-19 vaccination efforts at my.rotary.org/showcase.





LAUNCH & LEARN

*An unlikely pair have helped get hundreds of businesses off the ground.
Now they have their sights set on tackling America's racial divide*

t all started when Matthew Kane was struck by lightning while canoeing in Guatemala.

OK, so it wasn't literal lightning, but as he floated down the Chixoy River in 1994, about as far off the grid as one can get, Kane felt a mental jolt of electricity, that rare *aha!* moment that comes when you suddenly see the world in a new light — and you know that life will never be the same.

As one of nine children in a Catholic family from Bethesda, Maryland, Kane, then 34, had spent years searching for his place in the world — the elusive cosmic purpose he calls “what is mine to do.” He sold printing equipment in Houston, then worked for a utility company. He and his wife, Sonia, moved to Raleigh, North Carolina, where he started an engraving business out of their home, despite having never engraved anything in his life. And he kept searching — often through his church, St. Francis of Assisi in Raleigh — hoping that God would put him where he needed to be.

Now, his path had led him to the middle of nowhere. He had flown into Guatemala City with other members of his church to build a relationship with a small Mayan community there. After hopping

an old puddle-jumper to a rural military airport and then piling into the back of a pickup truck, Kane's group found themselves slicing through the Chixoy River in canoes. After about an hour, they paddled past a small village where families stood on the bank, waving.

“Here I was, a sheltered guy from an all-white church,” says Kane, now 61. “And these people had nothing. It's one thing to see those images of the kid with the bowl of rice. You know, ‘You can feed this kid for a dollar a week.’ But here were the kids. It was the first time I recognized the need of folks — and my own privilege. It opened my eyes.”

When Kane returned to Raleigh, everything felt different. Being a husband, a father, an engraver — it was no longer enough. He went back to his business, but the idea kept nagging at him: He was not doing all that he could.

In 1996, in hopes of doing more to help others — and of making connections in the community — Kane joined the Rotary Club of North Raleigh. By 2016, he had forged a long and distinguished career in Rotary, including working on a successful literacy program in Guatemala and serving as governor of District 7710, when he began looking for a way to celebrate the 50th anniversary of the Rotary Club of North Raleigh in 2017. He encouraged club members to think about something big. Something important.

DYNAMIC DUO

Katie Gailles and Matthew Kane (below and on previous pages) started LaunchRaleigh in 2017 to help local entrepreneurs.





MALIKIA ROBERTSON
Malikia Robertson runs Yoga 4 Us, whose primary mission is to bring African American women and their families into the practice of yoga. LaunchRaleigh helped her define her business strategy and expand operations with Zoom parties and date night sessions. She now serves as a LaunchRaleigh mentor.

Over the years, Kane and his fellow club members had noticed that when good things happened in their city, a neighborhood called Southeast Raleigh always seemed to miss out. In that primarily African American neighborhood, the per capita income in recent years has been at least 30 percent lower than the national average, and the unemployment rate more than twice as high.

As Kane was researching potential projects, he came across a story from the September 2014 issue of this magazine about a program called LaunchDetroit, which was helping budding entrepreneurs by focusing on education, mentorship, small loans, and networking. He wondered if he could replicate the program in Southeast Raleigh. “Knowing that it had been done successfully before was very encouraging,” he says. “And knowing it was done by Rotarians gave me added confidence that a similar model in Raleigh might work.”

He got in touch with Larry Wright and Marilyn Fitzgerald, the Rotarians who had started LaunchDetroit, to learn more. As they talked about what had worked and what hadn’t in Detroit, he realized that his club in Raleigh didn’t have the resources to run such a program on its own. “The only way to make it work was to go to the community,” Kane says. “If I could find out who was already focusing on entrepreneurship and invite them to be part of our Launch [program], then Rotary could be the connector.”

Through a friend, he heard about Katie Gailes, the director of Wake Technical Community College’s

entrepreneurship initiatives. She seemed like the perfect person to help him get a local version of LaunchDetroit off the ground. Now if he could just get her to return his phone calls.

A quick side note about Matthew Kane: A cynic might look at him and make assumptions. He’s a smiling, middle-aged white guy with a sun-drenched twang and a pressed button-down shirt who says he just wants to help people, peppering conversations with bromides — albeit sincere ones — such as, “I’m here to help build the kingdom of God here on earth.” A cynic might roll their eyes. Call him Pollyannaish. Naïve, even. But Kane isn’t deterred by cynics. First he charms them with his folksy manner. Then he wins them over through sheer positivity.

The Rotary Action Group for Community Economic Development is creating opportunity by investing in communities. Learn more, and read about some LaunchDetroit success stories, at [ragged.com](https://www.ragged.com).

“OUT OF ALL THE THINGS THAT WENT WRONG IN 2020, LAUNCHRALEIGH WAS ONE OF THE THINGS THAT WENT RIGHT.”

RENEE WILSON

The owner of It Sparkles, It Shines, It's Clean! a residential and commercial cleaning service, Renee Wilson had run her business for 14 years but felt she was coasting. "LaunchRaleigh came into my life when I needed to be rebuilt," says Wilson, who put together a business plan for the first time through the program. "I needed a new mindset on how to do business." She stays involved in the program by speaking to prospective applicants.



Still, Gailes would not be won over easily. A self-described "rough and gruff" Winston-Salem native, Gailes runs her own consulting firm that helps entrepreneurs "find their swagger." She spent 27 years working for IBM in sales, marketing, and public relations, and her LinkedIn page describes her as an "Entrepreneurial Mindset Trainer and Coach/CommunityBuilder/Speaker/Writer/Innovative Problem Solver," which is another way of saying she is relentlessly busy. But this Matthew Kane guy wouldn't stop calling. "He kept hounding me until I called him back," she says.

When Gailes finally agreed to a meeting, she was impressed by Kane's enthusiasm — and by his plan to focus on an underserved community. "He laid out this thing he wanted to do," says Gailes, who has been doing community service since she was a teenager. "And it was right in line with my mission at the community college, which is to identify holes in the entrepreneurial fabric in our county and find a way to mend them. I was excited to do it in a community that had been left behind." Yes, it sounded like a lot of work. But she would make the time. This was important.

The pairing turned out to be inspired. Their personalities dovetailed beautifully: Gailes' hard-charging managerial strengths, Kane's unstoppable positivity. Gailes' to-do lists and documentation, Kane's emotional approach. She assigned endless action items. He made sure all the papers were stapled and organized. And while both turned to their extensive networks of personal connections in search of partners in finance, education, and public relations, Gailes marveled at Kane's ability to get people on board. "He appealed to their sense of goodness," she says. "He made them feel like, 'This is just the right thing to do. Look how many lives we can change.'"

The partners they landed for the LaunchRaleigh entrepreneurship program included other Rotary clubs, local universities and nonprofits, and the city of Raleigh. With about \$60,000 in seed money, they were ready to get started.

"KNOWING THAT IT HAD BEEN DONE SUCCESSFULLY BEFORE WAS VERY ENCOURAGING. AND KNOWING IT WAS DONE BY ROTARIANS GAVE ME ADDED CONFIDENCE."

In December 2016, Gales and Kane interviewed 44 people

from Southeast Raleigh, each of whom was hoping to start or expand their “main street business” — a salon, a photographer, a home maintenance service. Twenty-two made the cut for the first LaunchRaleigh cohort, which would meet every Tuesday in a classroom provided by Shaw University, a historically Black college in downtown Raleigh. Each student outlined their idea — some were more developed than others — and a facilitator taught them the nuts and bolts of building a business.

At the first LaunchRaleigh graduation ceremony in March 2017, Kane and Gales watched proudly as 20 students presented five-minute “infomercials” on their businesses. “The class helps entrepreneurs gel as friends and acts almost like a board of directors,” says Kane. “We’re giving them intangibles — and one of those is a community of believers.” The graduates are also paired with mentors, many of them Rotary members, whom they work with for an additional six months as they implement their business plan. If they need funding, a LaunchRaleigh liaison helps them apply for an interest-free loan.

It was at that first graduation ceremony that Gales and Kane knew that they had something special — something that could be replicated in other cities, just as he had modeled LaunchRaleigh after Launch-Detroit. Kane’s son Ryan — at the time a member

of the Rotary Club of Raleigh Midtown — designed LaunchMyCity, a website that outlines everything a club needs to carry out the program. “We wanted people to see it and say, ‘If they can do it in North Carolina, we can do it in Nebraska,’ or Maine, or Arizona,” says Kane. “We have a model that is proven, and I think it can be reproduced in any city in America.”

LaunchMyCity has since expanded the program to 16 communities across North Carolina, Colorado, and Michigan; seven more are interested. “Role models like Matt [Kane] and LaunchDetroit pointed the way. Having a template was a tremendous asset,” says Mark Murray, a member of the Rotary Club of Adrian, Michigan, who is on the leadership team for the local LaunchLenawee.

Seven programs in North Carolina’s Wake County alone boast 390 graduates, many of whom have come back to help the next group of students.

On a Tuesday night in November, 20 entrepreneurs are on a Zoom call; COVID-19 has forced Launch-Raleigh classes online for the time being. Most of the participants look exhausted. Many have come straight from work, and now they’re sunk into couches or sitting at a kitchen table for three hours. But they’ve been meeting for nine weeks now, and they have become one another’s friends, confidants, and cheerleaders.

Tonight, they’re listening to Michael Loftin, the energetic founder and CEO of a digital marketing and IT solutions firm called BoxTech LLC, as he gives a rousing presentation, equal parts pep talk and marketing lesson. More than one student entrepreneur

The Launch program, created in Detroit and Raleigh to boost struggling entrepreneurs, can be adapted for any community and any budget. Visit launchmycity.org to learn how to start a program in your area.



SAM TATE

Sam Tate co-founded Tango Legal, a web platform that connects attorneys with clients seeking their services. “To be an entrepreneur, you have to have a certain skill set, and I realized quickly that I didn’t have that yet,” Tate says. “LaunchRaleigh gives you the information and the knowledge to be a successful entrepreneur.”

takes notes. Others pepper Loftin with questions: How much do graphic designers charge to build a website? How much should they budget to market their business? Does he pay his employees weekly or monthly?

A few months earlier, Loftin had been right where these students are. A graduate of LaunchWakeForest just down the road, Loftin spent two months learning from mentors, bonding with others in the community, and building his business. Looking at him now, confident and fluent in business-speak, all 20 students believe it can be done. And that's the whole idea. "You have a problem with your phone, you call Apple," says Loftin, 41. "If you have a problem with your business, who do you call?" Entrepreneur Dante Evans says, "Out of all the things that went wrong in 2020, LaunchRaleigh was one of the things that went right."

K

Kane sold Cutting Edge Engraving in 2017

and is now retired. Though he spends much of his time on LaunchRaleigh, he is always looking for new opportunities to do good. In April 2020, when the full extent of the COVID-19 crisis was beginning to sink in and local food pantries were running out of food, Kane received a misdirected email from the governor of his district. It said that Rise Against Hunger, an international hunger relief non-profit, was sitting on enormous supplies of rice in a warehouse roughly 90 miles away. Kane quickly contacted a few agencies and learned that people had been asking for rice at a Raleigh food pantry.

So Kane persuaded his Rotary club to buy thousands of pounds of rice, much of which ended up in a fellow club member's garage. Then he enlisted members of his church, Rotarians, and neighbors to scoop the rice into five-pound bags. In the end, they prepared 84,000 servings of rice (at 10 servings per pound) for families who needed it — all because of an accidental email. "It made a tangible difference — not just to the families who received the rice, but to the people who bagged the rice," Kane says.

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A month later, Kane saw people throwing bricks through windows in downtown Raleigh during protests against police brutality following the killing of George Floyd in Minneapolis. "People were feeling hopeless and angry about racism," he says. "White people don't understand Black people, and Black people don't understand white people." Where many people might respond, "Well, yeah. And your point is?" Kane's first thought was: "Maybe my indifference is contributing to the problem." His next thought: "What is mine to do?"

Back in 2005, he had taken part in a "racial study circle" in which members of his predominantly white church joined with members of a Black church to talk about issues of race in a safe space. What he learned had stuck with him. One man told a story about how he had to put on nice slacks and shoes to buy something from the hardware store; otherwise employees would think he was stealing. "I couldn't believe it," says Kane. "That told me a tiny little bit about what it's like to be a Black person in America."

Remembering that experience, he thought, if only there were some way to replicate that type of structured conversation during the COVID-19 era. He envisioned Zoom calls between people of different races and backgrounds, each telling their stories and listening, with facilitators guiding the dialogue. He felt certain his Rotary club would fund such a program, but how could he pull it off?

Once again, he called Katie Gailes. Now a Rotarian herself, in Holly Springs, North Carolina, she loved the brilliant simplicity of the idea — and had plenty of her own ideas. Guidelines were set; a website was built. An expert in racial equity was brought on to train facilitators in the sensitive nature of racial discussions. Eighteen participants volunteered to have the conversations. And by early July, pilot sessions had been rolled out for Our Stories: Brave Conversations on Race.

Then, for five consecutive weeks, four groups of 10 people — five of them white, five people of color — Zoomed together for 90 minutes a week, answering questions like: "What did you learn about race from your parents?" And they listened, with no shaming, no blaming. In the controlled, confidential environment, the same people who are tired of explaining what it's like to be Black finally felt heard. And the same ones who might have said, "It's not my fault! I wasn't a slave owner," realized that they had been contributing to institutionalized racism in unconscious ways. "White progressives benefit from these programs," says Kane. "They walk in and say, 'This is for other people.' Then they participate and say, 'I guess this is for me.'"

Like any new program, this one has its growing pains, with slight attrition rates and some difficulty getting people to sign up for what amount to tough conversations with complete strangers. "These are acts of justice, and that demands more of you," Kane says. "It's way easier to scoop rice."

But Kane believes it's the kind of initiative that Rotary values. He hopes that clubs everywhere will see something they like in the idea and say, "Hey, my community needs that."

In other words, he hopes fellow Rotary members will ask themselves: What's mine to do? ■

"WE HAVE A MODEL THAT IS PROVEN, AND I THINK IT CAN BE REPRODUCED IN ANY CITY IN AMERICA."



JENNIFER MURPHY

As a small-business owner running a wedding planning service, Weddings Made to Order, Jennifer Murphy felt isolated. “People who work 9-to-5 jobs typically do not understand what comes with being an entrepreneur,” she says. “LaunchRaleigh gave all of us the connection with people who get it — especially during COVID-19, when no one is networking.”

Interested in bringing Our Stories: Brave Conversations on Race to your community? Kane and Gailles have put together a model with a set of standard practices for anyone who wants to replicate the program. Find out more at ourstoriesonrace.org. And learn how Rotary is making diversity, equity, and inclusion a priority at rotary.org/dei.

Frequent contributor Jeff Ruby wrote about Deepa Willingham and her school for girls in India for our October issue.

OUR CLUBS

VIRTUAL VISIT

Greener pastures

Rotary Club of Twin Cities Eco, Minnesota

In January 2017, Steve Solbrack heard a speech by incoming Rotary President Ian H.S. Riseley. It was a speech he had been waiting nearly three decades to hear: In it, Riseley challenged Rotarians to tackle the problem of climate change.

“He said climate change must be everyone’s responsibility. And as Rotarians, it must be our responsibility,” Solbrack recalls. “I was just thrilled. So I immediately started thinking about what I could do and how Rotarians worldwide could leverage their impact on environmental sustainability and climate change.”

Having grown up hunting, fishing, and camping in Minnesota, Solbrack had wanted to work through Rotary on environmental issues ever since he joined the Rotary Club of St. Louis Park, Minnesota, in 1991, but he had never seen a path to do so. Now he had the chance. When Riseley challenged Rotarians to plant 1.2 million trees in 2017-18, Solbrack spearheaded the effort in District 5950 (Minnesota). At one tree per member,

the district was asked to plant 2,800 trees; they ended up planting 28,000.

Another challenge that Solbrack was working to meet — even before serving as membership chair of District 5950 from 2015 to 2018 — was bringing a more diverse group of people into Rotary. “I put a lot of time and energy into finding ways to get more women into Rotary, and more young adults,” he says. “But I met a lot of resistance. Trying to get existing Rotary clubs to change was really hard. I became more convinced that starting new, nontraditional Rotary clubs was part of the solution and that adding a cause was another way to expand that idea. So in the spring of 2018, I decided to go for it.”

Solbrack started recruiting members for the new Rotary Club of Twin Cities Eco, posting on Meetup.com and Facebook, holding meetings, and hosting speakers. New and potential members planted trees along the Mississippi River. They went snowshoeing in the woods. They socialized on a rooftop terrace.

“From everything I had heard about Rotary previously, it seemed like a kind of a 1940s old-person thing,” says charter member Lexa Hoffner, the club’s secretary and communications chair. “So while the initial attraction was definitely the environment cause, once I learned more about it, it was more appealing, because you could see it would probably be lasting, there was support behind it, and it opened up what was possible.”

Club President Bethany Esse echoes the sentiment. “When I thought of Rotary, I thought it was just old white dudes doing business,” she says. But after being

The more the merrier

Chartering a nontraditional club provides opportunities for new members to set priorities for service, fellowship, and networking that meet their interests, Solbrack says. Ready to take the leap? Here are some tips, and turn to page 58 for more:

- ▶ **Develop strategies** to attract segments of the population that are not currently served by traditional clubs.
- ▶ **Identify and engage** a core group of prospective club leaders early on.
- ▶ **Have a team** of experienced Rotarians ready to provide mentoring and guidance.
- ▶ **Conduct one-on-one** conversations with prospective club leaders and members.
- ▶ **Don’t be afraid** to break with traditions, as long as you follow The Four-Way Test.

Learn more about Rotary’s newest area of focus, the environment, at rotary.org/environment, and find out what the Environmental Sustainability Rotary Action Group is doing at esrag.org.

recruited by Solbrack, Esse reevaluated her perception of the organization. “It’s a good fit for me,” she says. “Part of the reason I wanted to get involved was that I went to a climate change leadership training and I sort of panicked. I was like, ‘We need to



do things! We don't have a lot of time. This is so serious!' I wanted to be more action-focused and to meet new people who also wanted to do the same things."

The club was chartered in February 2019 with 25 members. The average age was 42, with some as young as 22 and as old as 68. "Over 20 of our charter members would have never found Rotary without the environment cause," says Solbrack. "They were really joining an eco club more than a Rotary club." He adds, "Some of the Rotary traditions, like the invocation, the Pledge of Allegiance, and The Four-Way Test, just aren't very attractive to young adults."

Esse agrees. "For younger people, a lot of the formalities around Rotary can be very intimidating," she says. "One of

"I wanted to be more action-focused and to meet new people who also wanted to do the same things."

the cool things about our club is that it's a lot more casual. We only meet twice a month. There's no strict attendance requirement. And our dues are only \$240 for the year. It makes it a lot easier for people to become members."

Ethan Neal, whose father is a member of the Rotary Club of Edina, Minnesota, had spent a year in Bolivia as a Rotary Youth Exchange student. After returning home, he was a member of Rotex, the organization for Youth Exchange alumni, but later drifted away. Then he heard about the eco club. He and his wife, Emma Sands Neal, who is also a Rotary Youth Exchange alum, both joined.

The two liked that the eco club met in the evenings and that they could bike to the meeting space. But most of all, "it matched our values," says Neal. "This club felt a lot more inclusive and accessible. It's been a great way to introduce new people to Rotary in a way that I haven't really seen before."

Neal works for Pillsbury United Communities, an urban welfare organization that had opened a grocery store in a part of Minneapolis that had been within the largest food desert in the city. In 2019, the organization set up a Freight Farm — a shipping container that grows hy-

droponic produce — at the market.

In January 2020, club members applied for a district grant to help the Freight Farm go solar. They got the \$10,000 grant, plus \$10,000 from other Rotary clubs and \$5,000 from the district governor, to install a solar array.

"This technology is amazing," Neal says of the Freight Farm. "It's a game changer. The produce grows 24/7. It's equal to 2.5 acres of land, and we can harvest every seven to nine weeks. Plus, it only uses 5 gallons of water a day. It would be an incredible tool in countries where Rotary does a lot of work, like Guatemala, which is suffering terrible droughts."

And while the eco club may have left many of Rotary's traditions behind, at least one is holding firm: "Interestingly, our current president has put an emphasis on The Four-Way Test," says Solbrack. "So these young people have come to realize that this core ethic, which has been there almost since the beginning, does matter, and that it binds us together globally."

—FRANK BURES

[Twin Cities Eco club members \(from left\) Stuart Deets, who will take office as club president in July; Bethany Esse; Lexa Hoffner; and Steve Solbrack on Minneapolis' Stone Arch Bridge spanning the Mississippi River.](#)



FOUR QUESTIONS

Safe travels

An Indian district keeps Rotary Youth Exchange going — online

After their son and daughter took part in Rotary Youth Exchange programs, Ashok and Sadhana Bhandari joined the Rotary Club of Pune Sinhagad Road, India, and Ashok — having seen firsthand the profound experience the program can have on young people’s lives — became a member of the District 3131 Youth Exchange team. So last year, when the COVID-19 pandemic forced the cancellation of planned exchanges, he wasn’t willing to let that life-changing experience for students in his district slip away. Instead, he saw an opportunity; he decided to take the program virtual.

1 How did you go about setting up a virtual Rotary Youth Exchange program in your district?

Rashmi Kulkarni, governor of District 3131, greenlighted the proposal to proceed with the program online. We promoted the idea to clubs and individual Rotarians through WhatsApp and emails to 400 districts. I requested and received information from the Rotary Youth Exchange office about guidelines for a virtual program. With schools closed and people working from home due to the pandemic, there was increased interest. The program

filled a need, cost less, and required less documentation. We designed a simple virtual Youth Exchange application form and handled the application process, fees, and club approvals online.

2 How did the virtual exchanges work?

We decided the exchange should last four months, from October to January, like a regular short-term, in-person exchange. We had Zoom meetings between leaders to address questions about time zones — the time differences were between nine and 11 hours — and language difficulties. We formed a detailed action plan for inbound student activities, which included family communication time, on-

“A student from Venezuela said that she learned a lot about the culture, food, geography, and history of India.”

line language and hobby classes, presentations to each host club, and attendance at host club meetings and district events such as RYLA. We planned virtual visits to local attractions, quiz competitions, cooking and yoga classes, and other ideas that were proposed and incorporated by participating families. Rotex alumni associations [for Rotary Youth Exchange alumni] played an important role during the first week; after that, everything was on auto mode.

We conducted surveys with outbound and inbound students, and the feedback was positive. A student from Venezuela said that she learned a lot about the culture, food, geography, and history of India, and that she was surprised to discover how little she had known about India before the exchange. A student from India enjoyed learning about Christmas from the virtual host family in Brazil and sharing Diwali customs with them.

3 How did going virtual affect your team of organizers?

The team structure was the same as for in-person exchanges — outbound and inbound youth protection, promotion, and orientation officers for a 20-member district team. One Rotary Youth Exchange club leader from each club was also appointed. Clubs arranged separate Zoom meetings for their presentations.

4 What benefits of a virtual program did you find?

With a virtual exchange, we can increase the level of participation. We had 46 participants from my district, along with 28 from Brazil, 17 from Venezuela, and one from the United States. Conducting a virtual exchange also enabled us to include economically disadvantaged and rural students who otherwise would not be able to go on an in-person exchange. It is affordable, offers wider accessibility, and can connect a greater variety of students to the international community. This will increase participation and the number of exchanges, which will definitely boost world peace. — PAUL ENGLEMAN

Want to learn more about planning virtual exchanges through Rotary Youth Exchange? Rotary International staff put together a webinar featuring a virtual teaching and learning expert. View it at on.rotary.org/2YpgV3R.

April events

2nd

HIGH-TAIL IT

Event:
Bunny Hop 5K

Host:
Rotary Club of Antioch, California

What it benefits:
Scholarships for local high school students

What it is:
COVID-19 canceled this race in 2020, but this year, the race will go on — virtually! Participants can run or walk the 3.1 miles on their own time and wherever they are; their progress will be tracked on a phone app. Participants will receive a T-shirt and a medal.



17th

LET'S TACO 'BOUT IT

Event:
Taco Throwdown

Host:
Rotary Club of Rosewood, California

What it benefits:
Local projects

What it is:
If you've ever wondered which restaurant cooks up the best taco in town, you'll soon have an answer — if you're in Rosewood, at least. Local restaurants compete for bragging rights, and there are wine and beer tastings to boot. Plans are subject to change based on COVID-19 restrictions.

11th

ON THE DOUBLE

Event:
McDonald's Youth Duathlon

Host:
Rotary Club of Garden City Christchurch, New Zealand

What it benefits:
Local youth-related projects

What it is:
Promoting healthy development in young people, this annual duathlon includes running, biking, and a possible cameo by Ronald McDonald himself. Participants ages seven to 15 will be raring to go from the starting line. The emphasis is more on participation than competition; participants receive a medal, a T-shirt, and a gift pack of sponsors' products.



10th

RIDE INSIDE

Event:
Indoor Ride to End Polio

Host:
District 6000 (Iowa)

What it benefits:
End Polio Now

What it is:
Every November, Rotary International staff members join Rotary members in Arizona to cycle up to 100 miles in El Tour de Tucson to raise funds for polio eradication. In past years, clubs where outdoor rides are not practical in November have organized indoor events. Because of the pandemic, the Tour was postponed, and many clubs delayed or canceled their rides as well. For this event, participants are encouraged to ride either outdoors or safely distanced indoors at places such as health clubs.

24th

TRUE BLUE

Event:
Bluegrass and Blueberry Festival

Host:
Rotary Club of Avon Park, Florida

What it benefits:
Local projects

What it is:
If blueberries are your jam, this is the festival for you. You'll find blueberry plants, fresh blueberries, desserts, sauces, and more along with live bluegrass music, prize drawings, and delicious barbecue. Plans are subject to change based on COVID-19 restrictions.



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

HANDBOOK

New beginnings

Starting a club takes a mix of inspiration and good planning

Tom Gump has thought a lot about what it takes to start a successful Rotary club. In a little over two years, Gump, governor of District 5950 (Minnesota) and a member of the Rotary Club of Edina/Morningside, has helped form four new cause-based Rotary clubs, including ones focused on serving veterans, ending human trafficking (see “Clubs Made to Order,” August 2020), and protecting the environment (turn to page 54 to read more).

It may seem like a daunting undertaking, but as Gump notes, “If you start a new club, you can ask: ‘How do you want to meet, where do you want to meet, and what do you want to focus on?’” By breaking the process down into steps, you can start a new club that has the strong sense of purpose and solid basis that will allow it to thrive.

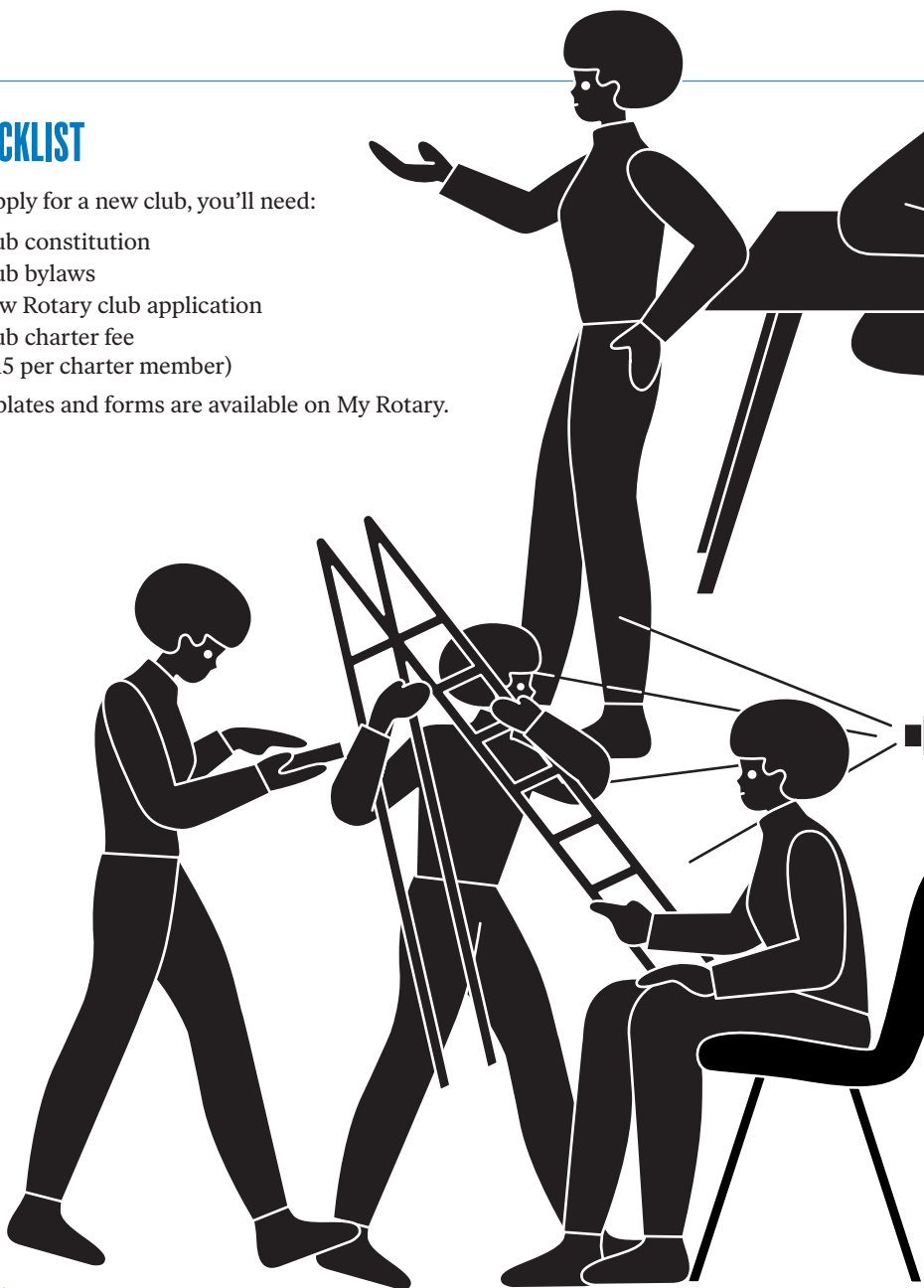
— JOSEPH DERR

CHECKLIST

To apply for a new club, you’ll need:

- ▶ Club constitution
- ▶ Club bylaws
- ▶ New Rotary club application
- ▶ Club charter fee (\$15 per charter member)

Templates and forms are available on My Rotary.



Step 1

SET EXPECTATIONS

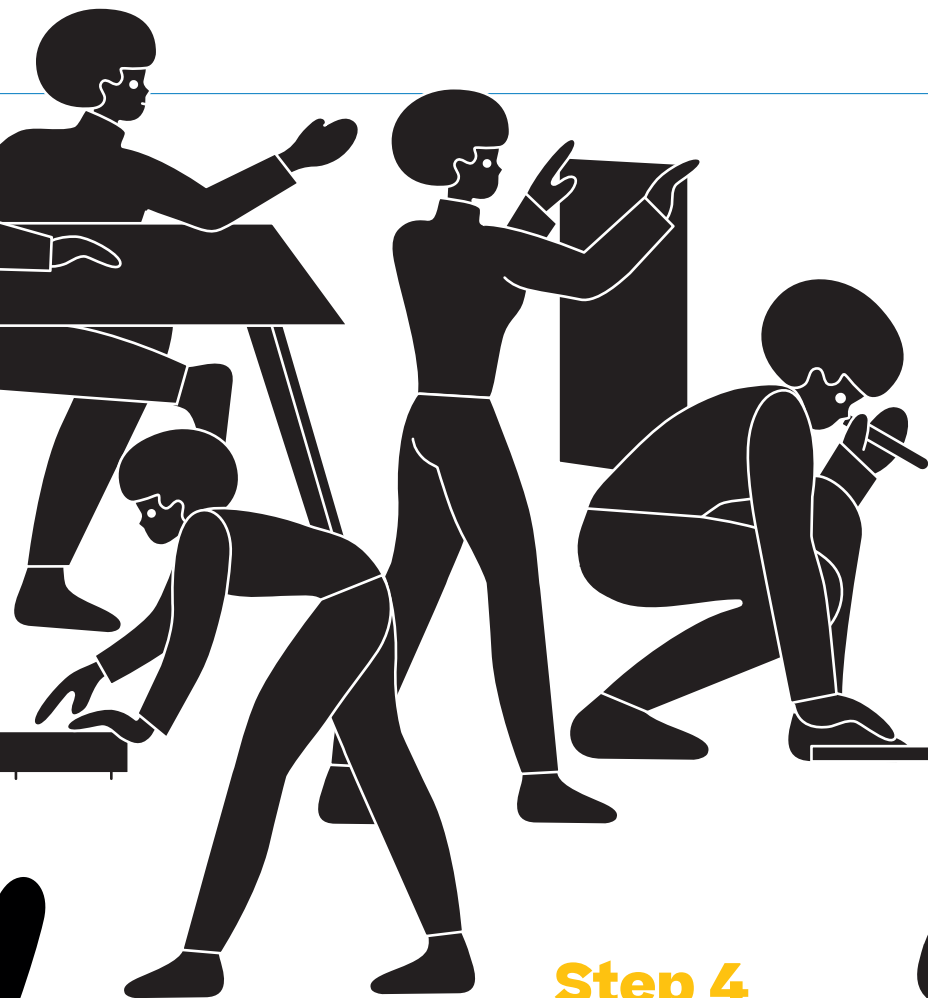
Chartering a club takes time — you can’t rush developing new relationships — as well as careful planning and dedication. Be prepared, but don’t be overwhelmed, says Gump. “If I can start the world’s first Rotary club for veterans in a state that doesn’t have a single active-duty military base, then you can form a club too.”

TIP: *Look at what the clubs that are already in your community are working on, what the community needs that those clubs might not be addressing, and what potential members are missing from those clubs. Think about different times, locations, and formats for meetings.*

Step 2

EXPLORE OPTIONS

Today’s Rotary is flexible. Do you want to start a Rotary, Rotaract, or satellite club? Will meetings be in person, online, or a combination? In addition to traditional and cause-based clubs, options include passport, corporate, and alumni-based clubs. “Whatever you do, make sure it is the members of the new club who make the decision, and not you,” says Gump. “After all, it is their club and not yours.”



Step 3

FIND MEMBERS AND SUPPORT

Reach out through traditional and social media and invite the community to informational meetings, keeping diversity and inclusion in mind. Look for new ways to find members, says Ramesh Hariharan, a member of the Rotary Club of Silicon Valley Passport and past governor of District 5170 (California), who helped form four clubs that brought in more than 300 members, almost all of them new to Rotary. “Rather than bringing potential new members to existing clubs and adding them incrementally, we brought potential new clubs to people, to their organizations,” Hariharan says.

TIP: *Club and District Support staff at Rotary International are multilingual professionals who help guide the formation of hundreds of Rotary clubs every year. Find your CDS representative at my.rotary.org/cds.*

Step 4

PLAN MEETINGS AND PROJECTS

At this stage, the club will define its name, vision, and values. Gump is convinced that cause-based clubs help attract volunteers, especially younger ones, to Rotary projects. “Many volunteers today want to have great impact in one area of service, such as ending human trafficking,” he says.

Step 5

CHOOSE CLUB LEADERS

Elect your club officers and work with RI staff to approve the club name. Sponsor clubs can play an important role in answering questions and providing guidance at this stage. Blessing Michael, a member of the Rotary Club of Port Harcourt North, Nigeria, who has helped form three new clubs, recommends getting two or three members from the sponsor club to become members of the new club whenever possible. “Clubs with all new members face challenges and need support,” says Michael.

RESOURCES

- ▶ Find links and resources, including the Starting a Rotary Club guide, on the Start a Club page: rotary.org/start-club.
- ▶ Complete the new Starting a Club training module on the Learning Center, rotary.org/learn.
- ▶ Read Tom Gump’s guide to starting cause-based clubs at bit.ly/3iGA0Yz.



Step 6

CHARTER, CELEBRATE, PLAN FOR THE FUTURE

Have your district governor sign the new club application before submitting it to RI. Once it’s approved, your club is official. As you celebrate, be sure to share the excitement on social media. Draw up a strategic plan and maintain contact with your club’s support network to help it grow and thrive. “Nurturing the new club in its early period of growth is just as important as, if not more than, setting up the club,” says Yvonne Kumoji-Darko, governor of District 9102 (Benin, Ghana, Niger, and Togo) and a member of the Rotary Club of Accra-South, Ghana.

TIP: *Form committees to share responsibilities such as creating a strategic plan, organizing projects, and planning club meetings.*



TRUSTEE CHAIR'S MESSAGE

The power of partnership

“Make no little plans,” American architect Daniel Burnham said. “They have no magic to stir [our] blood and probably themselves will not be realized.”

When Rotary heeds Burnham’s advice and follows through with action, we shine. We made big plans when we spearheaded a global initiative to eradicate polio; last year the World Health Organization’s African region was certified polio-free.

When the coronavirus hit about a year ago, The Rotary Foundation quickly mobilized and awarded 319 COVID-19-specific disaster response grants for \$7.9 million. To date, we have further awarded 317 COVID-19 global grants for about \$24.1 million, which, combined with previously approved global grants that grant sponsors repurposed to support coronavirus response, has made for a total outflow of more than \$32.7 million.

We are now thinking big again, through our programs of scale grants. We will award a \$2 million grant annually to one project that aligns with one or more of Rotary’s areas of focus. The grant should solve problems for many people in a large geographic area through a measurable and sustainable approach within a three- to five-year period. It also requires like-minded partners who are committed and resourceful. The idea is also to replicate these programs in different communities around the world, applying the lessons learned.

The Rotary Club of Federal Way, Washington, has made no little plans. As sponsor

of the first programs of scale grant, the club is leading, in partnership with Zambian Rotary clubs and Malaria Partners Zambia, an effort to help end a disease that is widespread in that country. Through the program, called Partners for a Malaria-Free Zambia, Rotary will help train 60 Zambian district health officials, 382 health facility staff, and 2,500 community health workers to save lives; it will also equip them with the necessary supplies and gear to get the job done. Their aim is no less than reducing malaria by 90 percent in 10 target districts in two of Zambia’s provinces.

Rotary members are also applying the power of partnering by teaming with several organizations. They include Zambia’s Ministry of Health through its National Malaria Elimination Centre — which will ensure that the program contributes to the national strategy — as well as the Bill & Melinda Gates Foundation and World Vision, which are also investing substantial resources in co-funding and implementing this \$6 million program.

This first programs of scale grant will inspire others and make a great impact in the years ahead. It is just the latest chapter in the story of Rotary, one that recounts how ordinary citizens unite to not only plan big but also take bold action to help others in need. It is a stirring story that you, the dedicated members of Rotary who support The Rotary Foundation, are helping to write.

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.



Congratulations to Partners for a Malaria-Free Zambia

The recipient of The Rotary Foundation's first Programs of Scale grant

The first program of scale is a Rotarian-led effort to dramatically curtail malaria in Zambia. The clubs leading the program are the Rotary Club of Federal Way, Washington, USA (sponsoring club), and the Rotary Clubs of Kabwe, Lusaka, Mansa, Ndola, Ndola Kafubu, and Nkwazi, Zambia. They are working with World Vision, the National Malaria Elimination Centre, Malaria Partners Zambia, Malaria

Partners International, PATH Malaria Control and Elimination Partnership in Africa, and local health leaders to reduce the incidence of this deadly disease by 90 percent in two provinces, reaching 1.3 million people. Co-funded by World Vision USA and the Bill & Melinda Gates Foundation in line with their commitment to fight malaria, this \$6 million program will save lives and create lasting change.

Programs of Scale

Read more in the May issue of *Rotary* magazine about the devastating effects of malaria in Zambia and how the clubs organized an effective response and built this partnership.

For more information on how Programs of Scale increases impact in our areas of focus, visit rotary.org/programsofscale.

2021 CONVENTION

Lemons into lemonade



Last June, Rotary held its first virtual convention, which met with great success. For seven days, more than 60,000 attendees listened to a variety of keynote speakers, and at least 75,000 visitors watched one or more of the general sessions that were broadcast live on YouTube in eight languages. The roster of breakout sessions was dramatically expanded, with events held into July. And in the second half of June, when the convention took place, nearly \$1 million was donated to The Rotary

Foundation. Rotary adapted and, by doing so, found a way to engage more members than ever.

In January, the RI Board of Directors made the difficult but prudent decision to convert the 2021 Rotary International Convention to a virtual event. "As an organization that is at the forefront of eradicating polio and other preventable diseases, we have clear responsibilities in mitigating the threat of COVID-19," said RI General Secretary John Hewko.

This decision was reached

in response to the ongoing crisis, but Rotary is committed to using this change as an opportunity. The 2021 Virtual Rotary International Convention, scheduled for 12-16 June, will open opportunities for Rotary members who might not have been able to attend

an in-person event. The virtual experience is being crafted to offer new ways for participants to engage with Rotary members from around the world. Wherever you are, in June you can be a part of the Virtual Rotary International Convention.

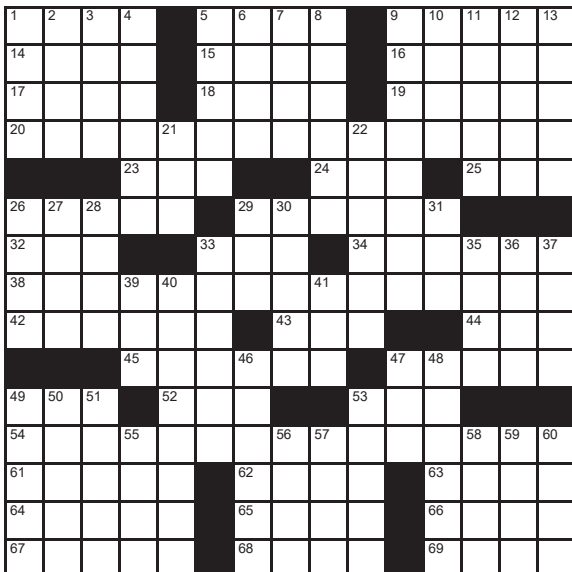
Learn more about the virtual convention at convention.rotary.org.

CROSSWORD

Saving moms and kids (No. 3 in a series)

By Victor Fleming

Rotary Club of Little Rock, Arkansas



ACROSS

- 1 Got an A on, as a test
- 5 Numbered piece of music
- 9 Reluctant
- 14 Former Transportation Secretary Elaine ___ browns
- 15 ___ browns
- 16 Preliminary words, briefly
- 17 Soil
- 18 Wile E. Coyote's supplier
- 19 Excited, with "up"
- 20 Exams that probe for bad cells
- 23 Have bills to pay
- 24 In favor of
- 25 Did lunch, say
- 26 Best competitive effort
- 29 Where stevedores work
- 32 Dad's mate
- 33 "That's all ___ wrote!"
- 34 Gives one's view
- 38 Facilities concerned with maternal and infant health
- 42 Iroquois League nation
- 43 Cyber-chuckle
- 44 Gear part
- 45 "Don't quit your ___!"
- 47 Noteworthy happening
- 49 Tex.-based carrier

52 Fawn's 32-Across

- 53 Dutch town
- 54 Keep harm from occurring
- 61 West Coast NFL team member
- 62 ___ gin fizz
- 63 D-Day invasion city
- 64 "Who's there?" response
- 65 Guinness or McCowen
- 66 Clothing designer Marc
- 67 Letter on fraternity row
- 68 Become liquid
- 69 Vaccination, often

DOWN

- 1 "Back in Black" band
- 2 "Pet" that's planted
- 3 Work for, as money
- 4 Online business entity
- 5 Alternative to Midway
- 6 Some fundraising grps.
- 7 Camp Lejeune letters
- 8 Everest climber's guide
- 9 2012 Ang Lee film or 2001 Yann Martel novel
- 10 "Go ___!" ("Enter already!")
- 11 Office courtyards
- 12 Former Senator Lott

- 13 ___podge
- 21 She sheep
- 22 "Misty" composer Garner
- 26 Audio plug-ins
- 27 Former Vice President Al
- 28 Prayer's conclusion
- 29 "Huh?!"
- 30 Hi alternative
- 31 Absolution cause
- 33 Decide to remain
- 35 "Good work"
- 36 Coll. major
- 37 Certain NCO
- 39 Author Buntline
- 40 Professors' domain
- 41 Kernel holder
- 46 Goods cast overboard
- 47 Frosh's email address ending
- 48 Parts of a poem
- 49 Banana ___
- 50 Anger
- 51 Hawk's home
- 53 Boot out
- 55 Expansive
- 56 Winnie ___ Pu (Milne classic, in Latin)
- 57 "Jingle Bells," e.g.
- 58 Something to scratch
- 59 Nevada city on the Humboldt
- 60 Chimney buildup

Solution on page 13

IN BRIEF

Foundation Trustee Hipólito S. Ferreira dies



Hipólito S. Ferreira, a Rotary Foundation trustee from Brazil, died on 25 November. He was 78.

A Rotarian since 1970, Ferreira was a member of the Rotary Club of Contagem-Cidade Industrial, Brazil. He received the Rotary Foundation Citation for Meritorious Service and the Rotary Foundation Distinguished Service Award, and, along with his wife, Marilene, was a Benefactor and Major Donor.

Ferreira was serving a term as a Foundation trustee from 2019 to 2023. In January, the RI Board of Directors elected Marcelo Haick, a member of the Rotary Club of Santos-Praia, Brazil, to fill the vacancy.

IN BRIEF

Interact clubs show their work

Three Interact clubs have been chosen from more than 300 applicants as recipients of the 2020 Interact Awards.

The Interact Club of Prativa Pokhara Fishtail, Nepal, won for its video documenting the club's campaign to carry out five service activities during a 15-day period; the Interact Club of Vishwa Adarsha, Nepal, won for its photo of a project in which members worked in a rice paddy to demonstrate the importance of agriculture; and the Interact Club of Cagayan de Oro Premier, Philippines, won for an essay about a member's participation in her club's leadership training program. In recognition, the three clubs received funding for their next projects (funds were donated to their sponsor Rotary clubs): The Prativa Pokhara Fishtail club received \$1,000, and the two other award-ees received \$500 each. All three received a plaque and a letter from Rotary President Holger Knaack.

Interact clubs in 59 countries submitted videos, photos, and essays that showed off their best service project or leadership development activity. A panel of judges made up of Rotary International staff members evaluated the submissions on criteria in-

cluding creativity and storytelling ability, and selected eight videos, four photos, and four essays as finalists.

The annual Interact Awards began in 2009 as a way to engage Interact clubs around the world, and participation has increased every year. The 2020 awards, announced in January, were the first to recognize photo and essay submissions in addition to videos. See the video finalists' entries and learn more at youtube.com/InteractOfficial.

— JOHN M. CUNNINGHAM



The Interact Club of Prativa Pokhara Fishtail, Nepal, captured a tree-planting project in its award-winning video.

IN MEMORIAM

With deep regret, we report the deaths of **Frank C. Collins Jr.**, East Hartford, Connecticut, who served RI as vice president in 2003-04, director in 2002-03, and district governor in 1993-94; **Lynmar Brock Jr.**, West Chester, Pennsylvania, who served RI as director in 1992-94 and district governor in 1978-79; and **Gregory Francis Yank**, O'Fallon, Illinois, who served RI as director in 2017-19 and district governor in 2001-02 and 2010-11.

In addition, we report the deaths of the following Rotarians who served RI as district governors:

Bruce J. Parsons

Murray, Utah, 1984-85

Pierre Yangni N'Da

Abidjan-Cocody, Côte d'Ivoire, 1984-85

David John Fihn

Detroit Lakes, Minnesota, 1985-86

Merv Short

Port of Townsville, Australia, 1986-87

John P. Damberg

Iron Range Virginia, Minnesota, 1987-88

Everett B. Padgett Jr.

Kernersville, North Carolina, 1991-92

Junji Sunouchi

Matsuyama West, Japan, 1994-95

Timothy D. Gover

Charleston, Illinois, 1995-96

Herbert H. Kamm, Cedar Hill, Texas, 1997-98

Garbis Der-Yeghian

La Verne, California, 1999-2000

Teiichiro Takagi

Tatebayashi, Japan, 1999-2000

Martin Feldman

E-Club of Arizona, Arizona, 2002-03

Claude Adolphe Kasongo Mukendi

Kinshasa-Limete, Democratic Republic of Congo, 2003-04

Sunny Joe Agba

Jos, Nigeria, 2004-05

Paula M. Timmins

Thunder Bay (Port Arthur), Ontario, 2005-06

Nobuo Yamamoto

Asahikawa-East, Japan, 2009-10

David R. Cook

Lower Blue Mountains, Australia, 2011-12

Peter Raynor

Warner's Bay, Australia, 2012-13

Felix S. Aninze

Abuja Metro, Nigeria, 2013-14

Yaichiro Niizeki

Tendo East, Japan, 2013-14

Olugbemiga Olutayo Olowu

Lagos Central, Nigeria, 2013-14



Garden guru

A landscaper roots his work, and Rotary service, in native plants

WHAT I'M READING: I've always had an interest in agriculture, seeds, and foodways. That's my life's work. I started a landscape company called Southern Horticulture in 1979, and later added a retail garden center that sells native plants. The books are part of my personal library. *Entangled Life* by Merlin Sheldrake is fascinating. It makes clear that all the things in the forest are connected by an underground network of fungi. A tree can't live by itself.

MY BEESWAX: One of the women who work in the nursery is a beekeeper. She gave me the beeswax because

I'm a bowhunter, and you put the wax on the string of the bow to keep it from fraying. If you eat meat, bowhunting is a responsible way to provide for yourself and know where your food comes from. You realize how nature operates.

SOME LIKE IT HOT: There is a pepper called the datil pepper that's almost exclusively grown in St. Augustine. There's a datil pepper festival here, and every family, including mine, has its traditional datil pepper sauce.

RUNNING MATES: The Tarahumara, an Indigenous group in Mexico, are

strong runners who run either barefoot or wearing these sandals made out of tire treads. One of their traditional races, in which a team of men runs while kicking a wooden ball, can last for hours. I read a short article about a trail runner and author named Will Harlan, who is working with them to grow and save the traditional seeds that are the foundation of their culture. My club contributed \$1,000 to the project. The next year, we wrote a Rotary Foundation grant proposal and built farms to grow more seeds and seed storage facilities [read more on page 34].

Bill Hamilton
Rotary Club of
St. Augustine
Sunrise, Florida

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Develop a speech

Inspirational speech

Interpersonal
communication
& networking

Leadership basics

Leading a team

Collaboration

Building consensus

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