

ROTARY

August 2021

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TOGETHER, WE

INSPIRE

Rotary believes in taking action to create positive change in communities. That's why Rotary members participate in thousands of events around the globe, including the Miles to End Polio bike ride, to raise funds to help eradicate polio and support other causes. Inspiring others and leading by example - that's what people of action do.

Learn more at Rotary.org

Rotary  **PEOPLE of ACTION**



GREETINGS, MY DEAR CHANGEMAKERS,

As we focus on membership in Rotary this month, I ask you to help make history this year. For more than 20 years, our membership has stood at 1.2 million.

Rotary is a vibrant organization with a 116-year history, members in more than 220 countries and geographic areas, and a rich legacy of work in polio eradication and other humanitarian programs. Rotary has changed so much in our own lives and the lives of others. As we *Serve to Change Lives*, don't you think Rotary could have an even greater impact on the world if more people were practicing Service Above Self?

My vision is to increase Rotary membership to 1.3 million by July 2022, and the call to action is simple: Each One, Bring One. This year, I want every Rotarian and Rotaractor to introduce a new person into their club.

We are a membership organization, and members are our greatest asset. You are the ones who contribute so generously to The Rotary Foundation. You are the ones who dream big to bring good into the world through meaningful projects. And of course, you are the ones who have put the world on the brink of eradicating polio.

As we make membership a priority this year, let us focus on diversity by reaching out to younger people and especially to women. Every club should celebrate its new members, and every Rotarian who sponsors a member will be personally recognized by me. And those who are successful in bringing in 25 or more members will be part of our new Membership Society.

Even as we share the gift of Rotary with others, let us be sure to engage these new members, because an

engaged Rotarian is an asset forever. And remember that engaging our current members and keeping them in our clubs is just as important as bringing in newcomers. Let us also be ready to form new clubs, especially flexible ones. I am very bullish on clubs that hold virtual or hybrid meetings, and satellite clubs and cause-based clubs can also be very effective ways of growing Rotary.

As you *grow more*, you will be able to *do more*. Let us keep *empowering girls* through our work in each of the areas of focus. Scholarships for girls, toilets in schools, health and hygiene education — there is so much we can do. Projects focused on the environment are also attracting interest the world over. Do participate in these projects locally and internationally to make this world a better place for us and for all species.

Each of you is a Rotary brand ambassador, and all of the wonderful work done by Rotarians around the world needs to be shared outside the Rotary community. Use social media to tell your friends, colleagues, and relatives the stories of Service Above Self.

Finally, I'm challenging every club, during the coming year, to plan at least one Rotary Day of Service that will bring together volunteers from inside and outside Rotary and will celebrate and showcase the work of your club in your community. Visit rotary.org to find out more about all of these initiatives, along with other ways to *Serve to Change Lives*.

Shekhar Mehta

President, Rotary International



WELCOME



YOU ARE HERE: Bremen, Germany

THE RIDE: Bremen loves a good fair. Every spring, the city hosts the Bremer Osterwiese, and every October, it hosts the Bremer Freimarkt. The Freimarkt traces its origins at least as far back as 1035, when it served as an event for merchants to sell their wares. Rides were a 19th-century innovation. This flying carousel attracts a crowd during both events.

THE CITY: Bremen lies along the Weser River in northwestern Germany and, together with the nearby port of Bremerhaven, has long been an important maritime trade city. The town is also known for the fairy tale, recorded by the Brothers Grimm, of the Bremen Town Musicians — a donkey, a dog, a cat, and a rooster who travel to Bremen in search of a better life.

THE CLUBS: If you visit Bremen, you could attend one of a number of clubs, among them the Rotary Club of Bremen (Mondays at 1 p.m.), the Rotary Club of Bremen-Böttcherstrasse (Tuesdays at 7 p.m.), and the Rotary Club of Bremen-Roland (Fridays at 1 p.m.).

THE PHOTOGRAPHER: Wiebke Scharff Rethfeldt, Rotary Club of Bremen

ROTARY

August 2021

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YEAR

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Your gift to the Annual Fund empowers Rotary members to take action today to create positive change in communities close to home and around the globe. Through the SHARE system, contributions are transformed into grants that fund local and international humanitarian projects, scholarships, and activities.

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By Geoffrey Johnson
Illustrations by Mary Woodin



Allison Borgida

On the cover:

Members of the first five Rotary clubs — of Chicago, San Francisco, Oakland, Seattle, and Los Angeles — found new ways to connect during the pandemic.

Photography by Frank Ishman, Patrick Strattner, and Ian Tuttle

At right:

Jeffrey Borek, the 2020-21 president of the Rotary Club of Seattle, and Kim Moore, the club's 2019-20 president; the Seattle club joined the other first five clubs in what Borek called "an opportunity for amplification."

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Michigan's clear waters once teemed with what an ichthyologist at Wayne State University called "the most beautiful of our game fishes," the Arctic grayling.

40



Rostislav Stefanek



At the ready

ON 30 JUNE, Becky Ewing stepped down as executive director of Rotary Charities of Traverse City, Michigan, where she had worked since 2008. "To have been able to lead this organization for the last three years has been the thrill of my professional life," she says.

So what's next? Travel, more time with family — and also exactly what you might expect from a Rotarian. "My heart is a service-based heart," says Ewing, a member of the Rotary Club of Traverse City. "I know that I want to continue to be of service in some way. I've also done a lot of work in the mindfulness and meditation space, so I'm looking forward to deepening that practice personally. Because of that, I'm letting things emerge. If you follow your heart and your core values, it will lead you to a beautiful place. You don't know what it is, and it might not come immediately, but eventually it will align with what is most important for you. I'm trusting that the right thing will come about."

Read more about the work of Rotarians in Traverse City on page 40.

Illustration by Viktor Miller Gausa

HOW IMPORTANT is being happy? We get reasons for happiness thrown our way all the time: a stranger shows us kindness, a tax refund arrives, the kids call to say hello. These sorts of things, in concentration, can enlarge our sense of security and put a song in our heart. The opposite of happiness — woe, gloom, challenging times — can undercut our well-being and make us believe that something isn't right.

It makes us happy when our work is going well, when we are supported and appreciated. Our ability to accomplish things, and to have pride in those accomplishments, overrides whatever obstacles may have blocked our path to get there. We also all experience unpleasantness in our lives. We deal with people we would never seek out as friends. We operate in environments where The Four-Way Test is unwelcome. We endure situations and behavior that discourage and dishearten us.

So we make adjustments in order to maintain a balance that allows the happiness factor to win out — until it doesn't. Then we have to determine just how important our own happiness is.

I think we are better able to disregard small-mindedness when we cease to put our emphasis on happiness and instead focus on joy, which is a very different thing. Joy is more than a heap of happiness. Joy is a thunderbolt that reorders our sense of the world and our place in it.

Christian Wiman, a poet and writer of great insight, edited the anthology *Joy: 100 Poems*. In the remarkable introductory essay, he describes how joy is expressed in poems, and how that poetry helps us as it “strengthens the intuitive trust, tolerance for paradox, and general spiritual fluency.”

But, Wiman writes, “joy can also compromise, even obliterate, happiness. It can reveal a happiness to be so hopelessly tenuous and shallow that, on the other side of the rupture, you can find yourself with no tenable — or at least no honorable — way back.”

Rotarians know and recognize the power of joy. They see it in their work to make the world better. They see that where happiness is a coating of the self, joy is a letting go of the self. And one road to that realization is service.

Joy takes you out of the fluctuations of happiness and irritants. It resets the landscape so that the people and situations that vex you lose their power. It can energize, and it can heal. And it is there for you to notice — to have, as the poet and essayist W.S. Di Piero put it, an “iridescent readiness.”

Besides, as Wiman points out, “joy is the only inoculation against the despair to which any sane person is prone.” And it is through my experience at Rotary, in particular in working with the staff of this magazine, that I realize that I am fully vaccinated. Let us practice eagerness and wonder. Let us embrace joy when we can, and savor those moments when it comes our way.

JOHN REZEK

Editor in chief

Joy is a thunderbolt that reorders our sense of the world and our place in it.

Letters to the editor



EXPANDING INFLUENCE

The article in the May issue about the nonprofits that have been spawned by Rotary [“Rotary’s Hidden Influence”] highlighted many wonderful organizations but missed one near and dear to our hearts in District 6440 (Illinois): Operation Warm. Originating in 1998 as a project of the Rotary Club of Longwood, Pennsylvania, Operation Warm has provided coats to more than 4 million children, including some half a million this past winter alone. Clubs in our district have long embraced this cause; in fact, we’ve partnered with the organization on a new initiative, Warm Soles, which provides shoes for kids in pre-kindergarten through third grade. Eleven clubs collaborated to apply for our inaugural multiclub district grant, and more than 1,500 pairs of new shoes have been distributed to educational and social service organizations across northeastern Illinois.

— **Lyle Staab,**
Hawthorn Woods, Illinois

I was pleased to see the article “Rotary’s Hidden Influence.” I have worked with several of those organizations, but the one that is dearest to me is Little Free Library. I first learned about these little libraries from a Rotarian I met in Toronto at the 2018 Rotary Inter-

national Convention. I brought the idea back to my club, and it has become a multiyear project in my community of Fair Lawn, New Jersey. Our club has built and installed six book-sharing kiosks in parks and playgrounds, and we hope to place a total of 12, reaching all the small parks in our community.

The unique thing about our kiosks is that they are built to resemble iconic Fair Lawn buildings and structures. They are all built by Robert Kahn, 2020-21 club president. The installation is a club project, where many club members come together to dig the holes, put up the library, and fill it with books.

— **Patricia LaRocco,**
Fair Lawn, New Jersey



Two articles in the May issue, “Scale Model” and “Rotary’s Hidden Influence,” relate well to my club, the Rotary Club of Calgary, Alberta. An example of both is found on the water, sanitation, and hygiene front. The Centre for Affordable Water and Sanitation Technology (CAWST) is a not-for-profit engineering consulting company that our club has supported for 15 years.

CAWST focuses on education and technical support of other NGOs to help solve communities’ clean water and sanitation issues through training programs, affordable expert consulting, and online resources. Led and staffed by engineers and scientists with clear impact-measurement processes, CAWST has impacted 15 million people via support of 6,000 client organizations in 200 countries and territories. Our club is proud to have been part of that.

— **D. K. Bruce Fenwick,**
Calgary, Alberta

THINKING BIG

Congratulations to Rotary for supporting the very necessary work on preventing malaria in Zambia [“Scale Model,” May]. And congratulations also to the University of Oxford for developing an easy-to-administer malaria vaccine, arguably as big a scientific advance as the discovery of penicillin, given the huge number of deaths each year from malaria, especially among children. If this vaccine will be distributed as quickly as the popular press is reporting, cannot Rotary be some part of an End Malaria campaign?

— **Michael Fairhead,**
Nairobi, Kenya



Overheard on social media

In our May issue, we wrote about Rotary’s new multimillion-dollar Programs of Scale grants.

Absolutely agree with this: “The Programs of Scale grants are the result: a way to fund large-scale, high-impact projects that can attract partners while tapping into Rotary members’ capacity and enthusiasm.”

We have plenty of enthusiasm to be Rotarians, and we will do our best to make a better world.

Francisco Romañá,
Barcelona, Spain
► [via Facebook](#)

I’m excited to see the progress and ingenuity that this program will foster. It’s great that Rotary is partnering with other foundations to fund these efforts.

Jonathan Crook,
Huntingdon Valley, Pennsylvania
► [via LinkedIn](#)

SENIOR LEADERS

In his most recent essay for *Rotary*, “Advanced in Years,” Frank Bures asks the important question: Shouldn’t seniors have their moment? The answer is a resounding yes.

Why is it, though, that our older members no longer inspire young people with their life experiences? Retirement in America has become an excuse for our senior members to become uninvolved, uninspired, and unconcerned about the future of our younger leaders. This is not unique to service organizations, but applies to businesses, churches, and governments as well.

At age 63, I realize this is no small issue, but it needs attention. Rotary, if not the country, depends on changing this dynamic.

To our young leaders, I say: Do not let older members off the hook. Force them to share. Be assertive in asking for their input. You need them. They know that. Long ago, they needed their elders, too.

— **Roger Nagel,**
Corrales, New Mexico



FORWARD

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CONNECT



▲ Rotarian Todd Bol founded the nonprofit Little Free Library in 2012. Rotary clubs have embraced the tiny libraries because of their focus on literacy and bringing people together.

We're looking for stories for our annual What It's Like feature, in which we hear from Rotary members who have experienced something out of the ordinary. If you have a fantastic tale, we want to hear it. Share your story with us at magazine@rotary.org. Include "What it's like" in the subject line of your email.

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CONVERSATION STARTER

I love *Rotary!* I look forward to the magazine's arrival each month.

Realizing that not all of our members have enough time to thoroughly enjoy the magazine, we had the idea to select an article and present its main ideas at each of our weekly club meetings in what we call a "5 in 5" format, with five questions and answers in five minutes.

Our club's positive responses to the articles have led to interesting discussions as well as opportunities for our members to share related experiences that their fellow members had not known about. Thank you for providing this treasure trove of information about our world.

— **Toni K. Colella,**
Auburn, New York

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THE SPECIALIST

Marketing with heart

This brand expert strives to use her skills for good

In my digital marketing agency, Handcrafted Brands, I do everything from branding and graphic design to building websites and social media campaigns. I live online 24/7. I've been doing this work for 15 years, and I've owned my own agency for about six. I have a small team of "side-kicks" who have expertise in different areas. It's very much a collaborative thing, and it allows me to sometimes say to myself, "Shelley, I'm taking the day off."

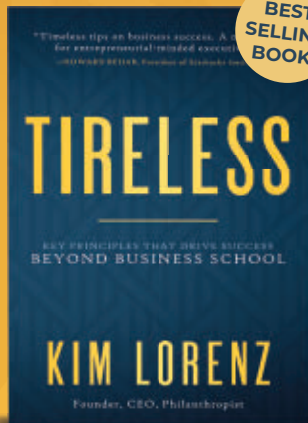
I call this an ethical digital marketing agency. That was important to me because while I love my work in marketing, it's also an industry that's full of people and businesses who just want to sell things and will do so at any cost. I wanted a job that would feed my soul and wouldn't make me feel guilty when I go home at night. Ad people can be very cynical, so if I was going to work in marketing, I wanted to work with brands that are thinking about their impact: Are they selling things people really need? Are they taking care of their staff? I wanted to work with brands that are building businesses with heart; ones that are making a profit but staying aware of how they are doing business.

I'm mostly self-taught. I just really enjoy marketing. I fell into it naturally after working in hospitality. I taught myself to use Photoshop and Illustrator by watching YouTube videos. A lot of my knowledge has come from great mentors and by quickly adopting some platforms and technology. I was on Facebook very early and have grown with these platforms.

I used the social media tools I had on hand during the pandemic. We went into lockdown at the end of March. In South Africa, many people live day to day, and because they couldn't work, people were quite literally starving. I lost a lot of business. I was sitting at home with nothing to do and knew people who were out there struggling, so I started an online campaign called Feed a Family. We raised money to buy emergency meal packs for families. At a time when I could have felt quite miserable, it gave me a purpose. — AS TOLD TO ANNE STEIN

Shelley Finch
Rotary Club
of Newlands,
South Africa
Digital brand
specialist

AWARD WINNING
BEST-SELLING
BOOK



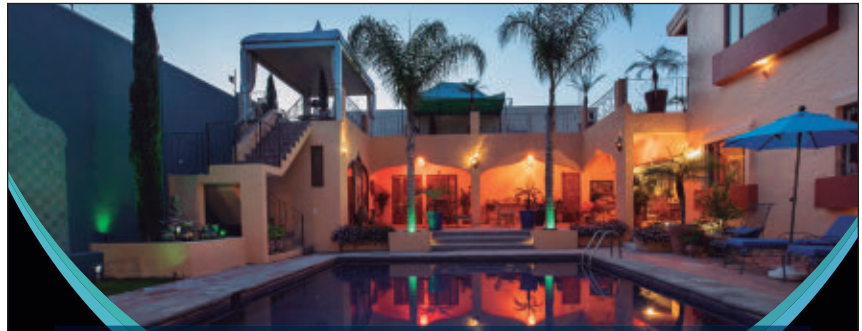
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—HOWARD BEHAR,
President of Starbucks
(retired)

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WHAT WOULD YOU DO?

Service stop?

YOUR CLUB has been flexible in finding ways to meet and participate in service virtually. Your club president wishes to continue to innovate and has tasked a committee that you chair with creating a new service opportunity each month for club members to take part in, either virtually or in person if it is safe. However, there is reluctance among your fellow committee members, who wish to wait until after the pandemic has ended to work on creating new opportunities for engagement and volunteering. What would you do?

We are Rotarians. We serve. It is the most meaningful engagement we have. We may press the pause button while we figure out how to get around an obstacle, like a pandemic, but there is no stop button.

If we are not actively doing something that matters, we lose interest in serving and find other things to do with our time, and membership engagement and attraction suffers. It is very important to continue to serve, although the community's needs may be different at this time. Find out what those needs are and figure out a way to meet them safely.

— **Renee Campbell, Rotary Club of Salem, Oregon**

Reluctance to start a new service project before the end of the pandemic is understandable. It's hard enough to organize volunteers under normal circumstances; doing so during a pandemic is even more difficult.

Clubs need to consider their brand when selecting a new project. What is your club known for? What are your members passionate about? Identifying a project that matches

Next question

A prominent business leader recently joined your Rotary club. They run a global business and their customers are primarily Rotarians. Your club's leadership team decides to pay this new member's way to the next Rotary International Convention; they think the experience will inspire the new member to get more involved in club activities. The member mentions that they plan to man a booth promoting their business in the House of Friendship during the entire convention and probably will not have time to attend sessions.

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

your club's interests and image will require research. And since engaging volunteers during the pandemic will be a challenge, start small. As the community begins to reopen, increase the scope of your project and build member engagement. Work closely with community partners.

Because members of my club wanted to continue volunteering during the pandemic, we explored new types of service projects and partners to work with. The projects are smaller in scope, requiring fewer volunteers. Perhaps post-pandemic we will never again participate in some of these projects — but we have expanded our horizons, and more people in the community know about Rotary.

— **John Pokorny, Rotary Club of Lewisville (Morning), Texas**

Service can't and shouldn't be kicked down the road. That's too easy to do. As a compromise to the resistant committee members, a low-risk project should be planned at an early date. If this project is effective and well supported, it will provide reassurance to the reluctant members and help Rotary become visible again in the community — without risking anyone's health or safety.

— **Roger Heath, Rotary Club of Liverpool South, England**



DISASTER RELIEF

Rapid response

With help from around the world, Rotary clubs in Lebanon spring into action after a major disaster

THE CLOUDS OF WHITE smoke billowing into the air over Beirut were an ominous sign that something had gone terribly wrong in a storage hangar at the city's port. Then a fireball of orange smoke and flames erupted straight up into the sky.

The massive explosion on 4 August 2020 killed more than 200 people, displaced hundreds of thousands more from their homes, and destroyed or damaged many structures. It was caused by a dangerous mix of materials that had been stored in the hangar — including ammonium nitrate, oil, kerosene, hydrochloric acid, miles of fuse wire on spools, and 15 tons of fireworks.

As the magnitude of the destruction became known, Rotary clubs in Lebanon and around the world asked themselves what they could do to respond to a disaster that was playing out amid a deadly global pandemic. They soon realized that hospitals, some of which had been severely damaged, were in dire need of help. Beirut-area clubs received donations from clubs around the world; some worked with clubs outside Lebanon to apply for global grants from The Rotary Foundation.

Antoine Kaldany, past president of the Rotary Club of Beirut-Cedars, says the needs were acute at the Lebanese Hospital Geitaoui-University Medical Center. "We knew very early after the blast that Beirut's main hospitals were partially destroyed and overwhelmed by the number of victims," Kaldany says. "The emergency rooms were damaged but were still treating the wounded from the neighborhood.

Everybody witnessed the medical staff's heroic actions. Doctors and nurses were operating in dramatic conditions."

Located less than a mile from the explosion, the Geitaoui hospital sustained extensive damage. The Beirut-Cedars club consulted with the Rotary Club of Bad Homburg v.d.H. in Germany and used a global grant to replace medical equipment, including ventilators and monitors for MRI machines, an imaging machine that enables doctors to see inside a patient during surgery, laparoscopic and endoscopy towers, and a cystoscope.

Erhard Krause, the Bad Homburg club's director of international service, says his club didn't hesitate to work with the Beirut-Cedars club; they'd already been collaborating since 2018 on a project to assist Syrian refugee children. The Bad Homburg club also brought in support from nearly 30 other German clubs. "It's satisfying to bring together so many clubs to make a substantial contribution to restoring health care in Lebanon in such difficult times," Krause says.

Also in desperate need of assistance was Karantina Hospital. "The Rotary Club of Beirut Cosmopolitan identified Karantina Hospital for aid because it is the only public hospital in Beirut and because it is recognized for its support of needy pediatric patients. Such patients do not otherwise have easy access to private hospitals," says Habib Saba, the club's 2020-21 president.

When the explosion made international news, the Beirut Cosmopolitan club received offers of help from its network of clubs world-

17
Peace networker

19
Rotaractors boost small businesses

20
Friends for life

—
To learn more about how global grants can expand your projects' reach, go to my.rotary.org/take-action/apply-grants.



wide, as well as from clubs it had not connected with previously. “It was a truly humbling experience to have Rotary clubs from all corners of the globe contact us, whether they knew us or not, and, in the wake of the explosion, express their desire to assist,” Saba says.

The club partnered on a global grant with the Rotary Club of Whitby Sunrise, Ontario. Steve Rutledge, the Whitby Sunrise club’s Beirut relief project chair, says a team made up of members from both clubs reviewed the hospital’s critical needs, as well as the scope and estimated costs of the proposed project. The clubs focused on restoring the hospital’s pediatric and neonatal wing, using grant funds to replace all of the operating room equipment and provide 19 pediatric beds and other furnishings.

To garner extended support, Whitby Sunrise members created a video that showed a health care worker making a plea for help while

walking through the damaged pediatric ward; then the club developed Zoom presentations. In total, 60 clubs from seven districts in Canada were among the more than 150 clubs across the globe that participated in the global grant. “The scale of this global grant project, in terms of budget and number of collaborating clubs, makes it a showcase of the international goodwill and dedication to service of the Rotary family for a truly worthy cause — children,” Saba says.

The Rotary Club of Beyrouth (Beirut) organized another global grant, to supply respiratory devices to a hospital whose equipment had been destroyed as well as to hospitals that received an influx of COVID-19 patients. Rita Méouchy, director of international service projects for the Beyrouth club, says they received support from other clubs in Lebanon and used an online fundraising platform to collect donations. They also received offers

Like many buildings near the site of the explosion, Beirut hospitals were left with extreme damage, often making it difficult or impossible to treat patients safely. This led to a sudden surge in demand at other hospitals not directly affected by the blast.

of help from clubs as far away as Nepal, Australia, and Europe.

Those offers were gratefully accepted, but the global grant, with the Rotary Club of Paris acting as the international sponsor and three other French Rotary clubs and District 1660 lending support, was the crux of their efforts. “Receiving a global grant enabled us to execute important projects with large budgets,” Méouchy says. “We would never have been able to achieve these projects relying on our limited financial capacity.”

Other global grants aimed at alleviating the difficulties at the damaged hospitals included one hosted by the Beirut-Cedars club, with the Rotary Club of Schenefeld, Germany, acting as the international sponsor. That grant will supply medical equipment to St. George Hospital University Medical Center, which was rendered non-operational following the blast; 160 patients had to be evacuated. “The devastating

“Everybody witnessed the medical staff’s heroic actions. Doctors and nurses were operating in dramatic conditions.”

loss hit the heart of the hospital,” the club’s global grant application states. “In order to resume its mission of providing excellent health care services to the community, a lot of work was needed on different levels of the hospital.”

The Rotary Club of Hammana-Upper Metn also received a grant to aid St. George Hospital; the funds would pay for equipment for the care of newborns. Bruce Allen, a member of the Rotary Club of Castle Hill, Australia, says the club was glad to partner on that grant. “While the international partner is not physically involved in the logistics of the program, we are still very much part of it,” he says. His club raised funds in various ways, including starting

a GoFundMe page and a hosting a dinner at a Lebanese restaurant.

Another grant was awarded to the Rotary Club of Kesrouan, Lebanon, which is supplying three humidifiers with high-flow oxygen and one medical ventilator for treating COVID-19 patients. This equipment went to hospitals outside Beirut that have taken in patients who would otherwise have been treated in Beirut hospitals.

Throughout the year since the blast, Rotary members have been steadfast in their support of the Beirut clubs. The assistance “speaks volumes to the Rotary spirit and the universal values that bind us as Rotarians worldwide,” Saba says.

— ANNEMARIE MANNION



A global grant organized by the Rotary Club of Beyrouth helped pay for ventilators, including portable models such as this one, which make it possible to care for patients without putting them into over-taxed intensive care units.

The explosion and its aftermath

551 tons

Power of the blast in TNT equivalent

200+

People killed in the blast

6,500+

People injured in the blast

300,000+

People left homeless by the blast

\$15 billion+

Cost of the damage from the blast

Short takes

In early 2021, Rotary signed the World Health Organization’s #VaccinEquity Declaration, which called on global, national, and local leaders to accelerate the equitable rollout of vaccines in every country.



Take a look back at Rotary’s 2020-21 achievements in General Secretary John Hewko’s Report to Convention at [rotary.org/conventionreport](https://www.rotary.org/conventionreport).



PROFILE

Future positive

*Creating a network to build the pillars
of a peaceful society*

**Pietro
Uzochnikwu
Macleo**

**Rotary Club of
Abuja Wuse II,
Nigeria**

PIETRO UZOCHUKWU MACLEO has a vision for creating hope and peace in his country. “Every region of Nigeria is agitating for self-governance,” says Macleo. “The last time we had such agitation was in 1967, and that led to the civil war in which millions of people died from violence and starvation.”

Macleo has been thinking about how to build a more peaceful society. Last year, he completed the Institute for Economics & Peace (IEP) online ambassador program, which teaches aspects of positive peace.

Through his Gray Child Foundation, Macleo is focusing on building peace at the grassroots level, mobilizing and training Rotarians across Africa. The country’s highly polarized states, as well as its religious, tribal, and ethnic groups, all compete for limited resources, and during the COVID-19 pandemic, resources have become even more scarce.

Macleo, who has a background in political science and international relations, created the Gray Child Foundation in July 2020, following his term as president of the Rotary Club of Abuja Wuse II. The foundation’s name comes from the idea that African children are facing an uncertain future, he says. “We have every attribute to be great. But because of bad leadership, the future is gray.”

The foundation aims to create a network of positive peace builders in Rotary clubs around Nigeria to help implement projects, he says.

Macleo joined Rotary at age 28, while still a student, and a few years later became the club’s youngest president. “The whole conduct of the meeting was interesting,” he says. “I loved the caliber of the people I met there.” — NIKKI KALLIO

An online conference in April celebrated Rotary’s centennial in Africa; participants included 2020–21 RI President Holger Knaack and 10-year-old Kenyan environmental activist Elyanne Wanjiku.

On 1 July, the RI Board launched a three-year pilot project to engage, cultivate, and learn from young Rotary leaders by including them as advisers to some committees.



Nominations for Rotaract and Interact clubs to receive the Rotary Citation are due 15 August. Learn more at rotary.org/awards.

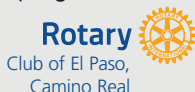
Rotary projects around the globe

By BRAD WEBBER



Mexico

In Ciudad Juárez, one woman's work to protect children from street violence has blossomed into Soles de Anapra, a center serving some 80 young people. Since 2014, the Rotary Club of El Paso, Camino Real, Texas, had been donating goods to Lourdes Contreras for the after-school program she ran out of a small house. In 2015, the club decided to find her a bigger, better space. With \$25,000 donated by the 16 clubs in Ciudad Juárez and two partners in New Mexico — the Rotary clubs of Los Alamos and Silver City, frequent contributors and visitors to the center — and \$10,000 raised from a 5K run sponsored by the Eaton Corporation, the club purchased a 6,000-square-foot warehouse in 2016 and went to work. In April, the club completed a refurbishment of the building, carried out even as the pandemic temporarily halted the after-school program.



43%

**PORTION OF MEXICO'S
POPULATION YOUNGER
THAN 25**



United States

In October, about a dozen Rotarians from the Rotary Club of Eau Claire Morning, Wisconsin, along with some of their family members, used a product called Invisible Spray to stencil temporary, water-activated artwork on sidewalks throughout the city. Rainworks, manufacturer of the hydrophobic, nontoxic liquid spray, donated the product, which allows users to create designs that only appear when the sidewalks get wet. At a cost of about \$130, 16 ounces can cover up to 110 square feet. "We thought in the difficult times of the pandemic, we could bring smiles to our community" and inspire other organizations to do the same, says Sarah Stackhouse, a co-president of the club. A "thank you" below an image of a firefighter's hat was traced outside a fire station, while a drawing at the entrance to a theater featured musical notes and suggested "singing in the rain."



2-4 months

**TIME UNTIL RAINWORKS
ART DISAPPEARS**



45%

PERCENTAGE OF EMPLOYED SRI LANKANS WHO WORK FOR SMALL- AND MEDIUM-SIZE COMPANIES

France

The Rotary Club of Nice Riviera Côte d'Azur has tackled an outsize number of projects in France and beyond in recent years. It worked with a sister club, the Rotary Club of Norwich, England, to install a rainwater recovery system in Ho, Ghana. The Rotarians also donated to a charity that purchased garden planters valued at more than \$6,000 for local pediatric medical facilities in Nice. The club also raises funds for cancer research. At local grocery stores, in exchange for a donation of 1 euro, club members offer tokens used to unlock shopping carts.



3 million

CANCER SURVIVORS IN FRANCE



Sri Lanka

With 11,000 followers on Facebook and nearly 3,000 on Instagram, the Rotaract Club of Sri Lanka Institute of Information Technology (SLIIT) collects clicks when it takes on a cause. In September, the 331-member club wrapped up an initiative to use those social media platforms, as well as its YouTube channel, to promote pandemic-stricken businesses in and around Colombo, one of the nation's two capital cities. The Rotaractors produced and posted 10 video interviews with the operators of various enterprises, including bakeries, an event-organizing company, and an auto parts supplier. "Many small business owners faced a lot of downfalls in surviving the crisis," says Sharoni Anthony, a club member. "We hoped to make the public aware of them and their amazing products and services."



South Africa

When COVID-19 shutdowns heightened hunger in his country, Rex Ifechukwude Omameh turned his family's living room into a sandwich assembly area to prepare food for those in need. Omameh, who is a member of the Rotaract Club of Blouberg and the Rotary Club of Blouberg, and his family members made the effort a Friday tradition. Fellow Rotaractors sometimes help prepare the sandwiches, and most of the food is given to the Milnerton Community Action Network for distribution. Omameh has spent more than \$1,500 on food, and a bread company has also pitched in to provide some of the bread and soup. Omameh also received contributions to defray the project's costs as a birthday present.



That's what friends are for

Meaningful connections with others play a vital role in creating a fulfilling life

By Frank Bures

SOME YEARS AGO, before my wife and I had kids, we moved to a town in Wisconsin where we had no real ties. We made a few friends, but none of them had ties there either, and within a few years they'd nearly all moved away.

After our first daughter was born, we became consumed with the duties of modern parenthood. Still, we tried to find our community. Sometimes on a walk, I would try to think of someone I could drop in on to say hello, but there was no one. I tried to imagine who might notice if we picked up and left town, but hardly anyone came to mind.

A common measure of social connection is the number of people you can call on in an emergency. In that town, I couldn't think of a soul.

Then I started having a strange fear. Whenever we were away for any period of time, I became sure that our house had burned down. My wife found this alarming and paranoid.

It was. In retrospect, I know it was a sign of something deeply wrong. It was becoming hard for me to envision a future in which my life was intertwined with the lives of others. The fear of fire, I think, pointed to the fact that everything that mattered to me was contained within the walls of our home.

In psychology, there's a school of thought that holds that our

identity, our "self," is a story we tell ourselves. We recall the important events in our lives and the way they have made us into who we are. The flip side, however, is that everyone's story needs an audience, real or imagined. The longer we lived in that town, the harder I found it to imagine any such audience. To me, that is the essence of loneliness.

At my wife's behest, we sold our house and headed north to a city in Minnesota, one where we had family and friends. Slowly, the balance between solitude and social life tipped back.

That period of my life left some scars that took a while to heal. But it also led me to ask myself some questions that until then I'd never had to confront. I'd never had a problem making friends. It had never occurred to me that this could be a problem. I'd always had friends and assumed I always would. Now I knew that wasn't necessarily so.

Around the turn of the last century, a young man who'd moved to Chicago from a smaller town had the same realization. "There is no place like a city park on a Sunday

afternoon to feel one's loneliness," wrote Paul Harris in his memoir *My Road to Rotary*. "To me one essential was lacking, the presence of friends. Emerson said, 'He who has a thousand friends has not a friend to spare.' In my earliest days in my adopted city, I had neither the thousand nor the one."

In 1905, Harris addressed this problem by organizing the first Rotary club. "I was sure that there must be many other young men who had come from farms and small villages to establish themselves in Chicago," he wrote. "In fact I knew a few. Why not bring them together? If the others were longing for fellowship as I was, something would come of it."

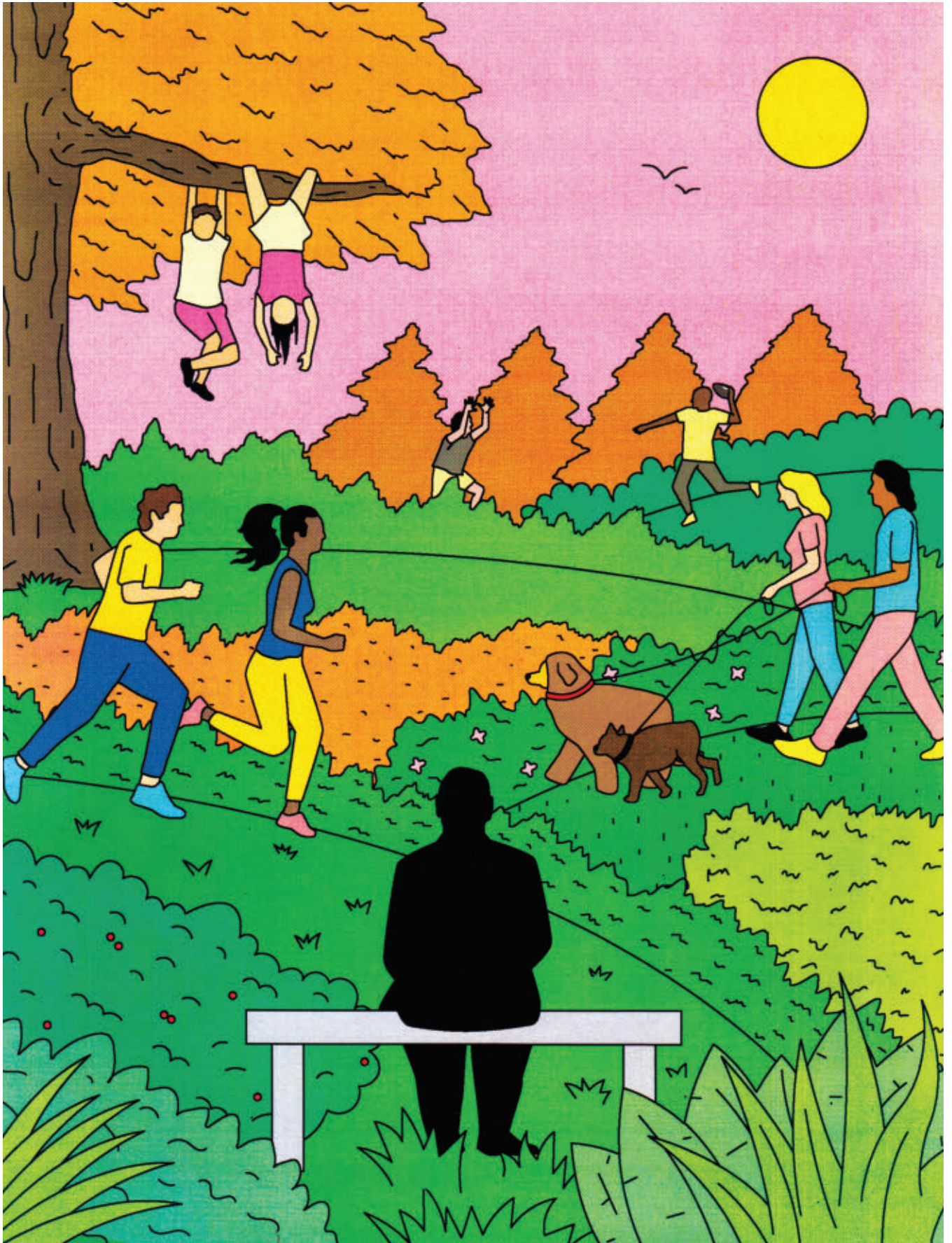
Something did. By the time Harris died in 1947, Rotary International had nearly 300,000 members, many of whom were seeking fellowship. Today that number is 1.2 million. Yet only recently have we started to understand exactly how important a role an organization like this can play in our lives.

"Loneliness is an enormous health problem," says Lydia Denworth, author of *Friendship: The Evolution, Biology, and Extraordinary Power of Life's Fundamental Bond*. "It's a really serious problem that we used to think was this minor emotion. We understand now how bad it is for you."

Loneliness increases your risk of heart attack, stroke, and dementia. It impairs your immune system. It puts you at higher risk for depression, anxiety, and suicide. Lonely people, one study found, are 26 percent more likely to die prematurely than those who are not lonely — a risk on par with smoking and obesity.

While it's been widely reported that there's an epidemic of loneliness in America today, Denworth disputes this. According to some studies, loneliness has increased slightly, but not significantly. People's core relationships remain more stable than those news reports would lead us to believe; it's more the case that most of us feel

Frank Bures is a longtime contributor to *Rotary* and the author of *The Geography of Madness*.



lonely at some point in our lives.

Friendship, which Denworth defines as “a close bond that’s long-lasting, positive, and cooperative,” is a core biological necessity. It’s part of what the researcher and social psychologist Roy Baumeister and his colleagues termed “the need to belong,” an evolutionary drive that underlies almost every aspect of our psychology.

“Friendship isn’t a cultural extra,” says Denworth. “It’s feeding a fundamental drive to connect and a need to belong.” The science of friendship, she says, gives us “permission to hang out with our friends, and recognize that we’re doing something good for us.”

In her book *Love 2.0: Finding Happiness and Health in Moments of Connection*, Barbara L. Fredrickson, the director of the Positive Emotions and Psychophysiology Laboratory at the University of North Carolina at Chapel Hill, writes that three things happen when you connect with another person: a sharing of positive emotions, a synchronizing of brain activity known as “neural coupling,” and a reflected interest in each other’s well-being. This can happen with any person you know, and Fredrickson argues that this connection is actually what we mean when we talk about “love.”

She also notes something Paul Harris would have appreciated: True connection wants physical proximity. We best connect with someone, in a biologically satisfying way, if we’re in the same room.

Friendship may be deeply biological, but it’s also cultural,

and people around the world define it differently. In the Papua New Guinea Highlands, writes anthropologist Daniel Hruschka in his cross-cultural study *Friendship: Development, Ecology and Evolution of a Relationship*, friends among the Wandeki people greet each other by shouting, “I should like to eat your intestines!” and responding, “Yes, I too should like to eat your intestines.” In north-central Africa, Zande “blood brothers” consume each other’s blood to ensure the friendship will last. In Japan, there are different words for different kinds of friends. For example, young children have playmates (*tomodachi*) while older children have close friends (*shinyuu*). And among the Tausug people in the Philippines, a “blood friend” can be counted on to “assist with debts, to loan guns if need, to provide food and shelter, and to come to his aid in a fight,” Hruschka writes.

Americans value things like “self-disclosure” (sharing secrets) and informality in our friendships. But not everyone feels the same way. Of the 400 cultures Hruschka analyzed, only 33 percent prized self-disclosure and 28 percent valued informality. Much more common across all cultures were mutual aid (93 percent), “positive affect,” or warmth, affection and closeness (78 percent), and gift giving (60 percent).

Despite those differences, every culture has some form of friendship, or “friend-like relationship,” as Hruschka calls it. But no matter what we call it, and no matter how much ideas of friendship differ across the world, there’s some-



thing at its core that we all need.

Julie Beck, an editor at *The Atlantic*, became fascinated with the varieties of the friendship experience, which she writes about in a series called “The Friendship Files.”

“What’s really interesting to me about friendship is that it doesn’t have a set cultural script in the way other relationships have,” Beck says. “You meet someone. You like each other. Then everything after that is up to the friends themselves.”

Beck has interviewed people who met on Bumble BFF, an app for finding friends. She’s talked to a group of friends who’ve been playing the same game of *Dungeons & Dragons* for 30 years. She wrote about two friends who live a mile and half apart and walk to the midpoint between their homes each week to give each other a high five.

“One recurring theme,” Beck says, “is that it helps to have a structure or a container for your friendship; some kind of built-in ritual that helps you stay in contact. It’s not imperative, and it doesn’t much matter what it is, but it helps you avoid slipping into that zone where you keep meaning to reach out, but you’re busy or you forget.”

Ritual or no, making and maintaining friendships takes time. According to research cited by Denworth, it takes 40 to 60 hours to move from being an acquaintance to a casual friend, 80 to 100 hours to become a friend, and 200 hours to earn consideration as a best friend. That adds up to 40 Rotary meetings just to reach the most basic rung of friendship.

“I don’t think we understand just how much time it takes to get close to people,” she says. “Work and family are important, but so are your friends. We should strive to give it more time, even at busy times of our lives. We think of friendship as a want, but it’s a need. It’s not a luxury. It’s part of our infrastructure.” ■

The science of friendship gives us permission to hang out with our friends, and recognize that we’re doing something good for us.



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Meet the Rotarians

GROUP DYNAMIC

**who are finding
fresh ways to connect**

Rotarians are doers. As Rotary’s vision statement proclaims, they want to live in “a world where people unite and take action to create lasting change.” That’s why they joined Rotary, and that’s why they stay. They want to be engaged.

So how can your club ensure it is providing sustained engagement for its members? On the following pages you will meet seven Rotary clubs and see how they do it. In Texas, the Rotary Club of Plano West has gone all in on community service. And the recently chartered Rotary Club of Network for Empowering Women, with members in multiple U.S. states and several countries, has great advice for involving new members. Finally, leave it to Rotary’s first five clubs to concoct a collaborative endeavor that is connecting current members in creative ways. Collectively, these clubs provide a model for how Rotarians can engage with the rich traditions of the past, the challenging conditions of the present, and our hope-filled expectations for the future.

Left to right, top: Sarah Buck; Robert Hermann and Dan Joraanstad; Mandi Budd, Ann Ruth, and Erick Weiss. **Middle:** Laura B. Inns and Matthias Amberg; Walter Stawicki, Neli Vazquez Rowland, Jody Hanley Stawicki, and Gunar Subieta; Marshall Schmitt. **Bottom:** Malinda Monterrosa, José A. Vera, and Alan Bernstein; Aleta S. Williams; Herbert McGurk and Shahla Reynolds.

In 1913, on a Saturday in July, more than 100 men gathered in downtown L.A. and prepared to board the train that would carry them to the city's harbor. Members of the Rotary Club of Los Angeles were planning to visit the recently

chartered Rotary Club of San Diego, and spirits were high. Some men were clad in the ornate uniforms of a marching band, some vamped it up as vaudevillians, and still others were dressed as policemen with comically large badges.

At the last minute, Herbert C. Warden, the club's secretary, refused to board the train. Over his protests, he was prodded onto the cars, and when the train arrived at the harbor, he was carried aboard the *Yale* — a swift, 407-foot-long steamship trimmed in the blue of its namesake Ivy League university — and handcuffed to a railing on its upper deck. Five hours later, the men were in San Diego, with Warden in their midst. His reluctance was likely feigned — another facet of the outing's entertainment — for he left a lively account of the trip in the September 1913 issue of *The Rotarian*:

“WE HOPED THAT OTHER CLUBS WOULD FEEL INCLINED TO JOIN AND NETWORK AND GET TO KNOW EACH OTHER.”

“We were royally entertained by the San Diego club with a Dutch lunch Saturday night, a sight-seeing trip Sunday morning, and a visit to the famous Coronado hotel and beach in the afternoon and banquet at night. ... The whole trip certainly proved a fine opportunity for the members to get together and to become really acquainted.”

Though the story is more than 100 years old, Malinda Monterrosa still likes to share it; for her, it

demonstrates the importance of fellowship to Rotarians — then and now. “They would just engage,” she says. “That seems to be ingrained in the early history of Rotary. If you're really thinking about what Rotary is, it is truly a member organization. People are joining to get to know other people.”

Monterrosa is the president-elect of the Rotary Club of Los Angeles — or LA5 as it's sometimes known, given that it was, on 25 June 1909, the fifth Rotary club chartered. It was preceded by the clubs of Chicago (1905, making it, of course, Rotary One); San Francisco (November 1908); Oakland, California (February 1909); and Seattle (June 1909).

In April 2020, Monterrosa, a marketing specialist and history buff who was about to become her club's program chair, thought about the communal spirit that had invigorated the members of the first Rotary clubs. COVID-19 had just shut down the country, and she wondered how, during a pandemic, she could bring together not only the members of LA5, but also other Rotarians. It was a concern she'd felt even before the pandemic.

“These days,” she explains, “when you think about how we interact with other clubs, it's all very structured: the Rotary International Convention or a district conference or perhaps a global grant. You get to know each other, but it's almost like you need permission to engage with them.” Monterrosa recalled her club's 1913 trip on the *Yale* and stories about how, in the 1920s, club members would hop on the train and head to San Francisco to spend the weekend with Rotarians there. A thought occurred to her: “Why don't we bring back the golden days?”

Inspired, Monterrosa envisioned a multiclub meeting. She's not sure how she landed on five — “it seemed like a good number” — but she took a chance and sent out emails pitching her idea to the leaders of Rotary's first five clubs. She was surprised and happy about their enthusiastic response. “The presidents of the clubs were all in,” says Monterrosa.



In May 2020, Monterrosa and her new Rotary friends assembled via Zoom. The meeting, she emphasizes today, was not “limited to our five clubs. We hoped that other clubs would feel inclined to join and network and get to know each other.” That’s exactly what happened: About 300 Rotarians from across the United States as well as several other countries logged in to hear then-RI President Mark Maloney speak.

“In true Rotarian fashion, we started talking about a service project together,” says J.T. Harold Forbus, the 2020-21 president of the Rotary Club of San Francisco. “We are all in major cities, and they all are facing the issue of homelessness. How do we pare that down to a project we can all do in our respective cities?”

After several planning sessions, the Rotarians decided to provide hygiene kits to homeless people. The kits, donated by the Latter-day Saint Charities, contained toothbrushes, washcloths, soap, and other personal care products. (Matthew Ball, the L.A. club’s 2020-21 president, is the director

of public affairs for the Church of Jesus Christ of Latter-day Saints.) The clubs also donated funds to buy additional kits, which they supplemented with socks, hand sanitizer, and other items, as well as contact information for local social service agencies. “We also put in personal notes of encouragement and positivity, so that the people receiving the kits could feel our interest in them as human beings,” Ball says.

Working alongside the Salvation Army and community organizations, scores of Rotarians took to the streets in the five cities and helped distribute more than 12,000 kits. Jeffrey Borek, the 2020-21 president of the Rotary Club of Seattle, defined the undertaking as “an opportunity for amplification. If the Seattle club does something with kits for the homeless, folks will feel good about it. But if four more clubs join in, it has a multiplier effect. It also has a bigger potential to become newsworthy and generate awareness for the Rotary brand. We don’t toot our own horn enough. How can you get new members to join if they’ve never heard of Rotary?”

Left to right, top: Malinda Monterrosa; Christina Moses, Shahla Reynolds, and Herbert McGurk; Alan Bernstein; Adam Weiss, Paul Ekstrand, and Kenneth Chong.
Bottom: Mary Geong; Susan Dean; Gary Dales, Casey Blair, and Christopher Wiseman; J.T. Harold Forbus and Sunny Singh.



Left to right, top: Gary Dales; Sunny Singh, Rhonda Poppen, and J.T. Harold Forbus; Sarah Buck; Casey Blair and Christopher Wiseman; Erick Weiss; Paul Ekstrand and Kenneth Chong; Neli Vazquez Rowland and Gunar Subieta. **Bottom:** Robert Hermann; Marga Hewko; Dudley Thompson, Mary Geong, and Sandeepa Nayak; Dan Joraanstad and Robert Hermann; Marshall Schmitt and Theodore Nebel; John Dean.

“It was a great opportunity to bring people together, a good project for a group,” adds Erik Cempel, the 2020-21 president of the Rotary Club of Chicago. “It was tangible and easy to see the end result. With the context that it was happening in five cities, it just sounds really impressive. It’s big even for us, and it’s part of something bigger. Service projects are a huge draw for a lot of people who want to be Rotary members. It’s what we heard in our research: We don’t want to just be writing checks.”

That message of service, and the fact that the first five’s inaugural collaboration was a success, resonates with Diane Netzel, a member of the Los Angeles club. “Projects like this are a way to engage younger members, to get them excited,” she says. “They want to roll up their sleeves and get their hands on it; some older members want to do that, too. It’s a great vehicle to show the community that we are vibrant and we can make a difference, and we’ll attract members because of it. That’s what this project did.”

The distribution of the hygiene kits was the high point of the first five collaboration, but even the online meetings gave the participating Rotarians an infusion of energy during the lull brought on by the pandemic. “Everybody’s got Zoom fatigue, and we worry about, ‘Oh, here’s another meeting to attend, another hour and a half of your time,’” Forbus says. “Regardless, people showed up. It was super encouraging, and that’s why we decided to move forward with additional joint meetings. This is all about current member engagement.”

The energy at the online meetings was generated by the variety of Rotarians in attendance, including RI President-elect Jennifer Jones, who spoke at the group’s second meeting. “Where else could you get the first five Rotary clubs together in one meeting?” Forbus asks. “All five club presidents attended and had something to talk about. We had the guest speakers, and we had fellowship. After any large online meeting, most of the people drop off. But people stayed on after these meetings. For some people, it’s just nice to talk to Rotarians outside your own club.”



nections and expand the diversity of its membership. “Seattle was once known as more of a ‘velvet rope’ club,” he says. “We used to turn folks away if they weren’t at a certain stage of their career. We certainly moved away from that.” He also likes the way the outreach to homeless people nurtured a feeling he thinks is essential to Rotarians. “Ask a bunch of Rotarians if

“EVEN THOUGH WE’VE BEEN FORCED INTO THIS VIRTUAL WORLD, THERE ARE POSITIVES IN REACHING OUT ACROSS REGIONS AND CREATING THESE RELATIONSHIPS.”

they would say being a Rotarian makes you a better person, and every one of them would raise their hand. What better gift can you give a fellow human being than helping them be a better person?”

For the organizers, the sharing of best practices has paid unexpected dividends, particularly as they discussed how to return to meetings, whether in person, online, or in hybrid sessions. “The beauty of sharing information is you can go outside your bubble,” says Forbus. “It sparks new ideas. ‘You do that? That’s fantastic.’”

Having come up with the idea that created these cross-country bonds, Monterrosa is looking to deepen them in the future. “When COVID is behind us, we’ll have the ability to expand the first five to social events,” she says. “We have thoroughly enjoyed getting together. These have become my favorite people, and there’s a desire to stay connected.”

Others share that sentiment. “It’s to the point where, when the pandemic is over, I want to make specific trips to cities to meet everybody in person,” Forbus says. “We’ve got these bonds that we’ve created.”

“The feeling is mutual,” Cempel adds. “We’d all love to visit each other’s clubs” — and this time, no handcuffs will be required.

Cestra “Ces” Butner, the 2020-21 president of the Rotary Club of Oakland, agrees that the presence of Maloney and Jones boosted attendance and enthusiasm for the venture — a strategy that could continue to be used to engage members post-pandemic. “One thing we have to do is always have a high-profile speaker so we can attract an audience,” Butner says. “The speaker is there to ignite the membership, and they did, as I heard from Rotarians from as far away as Sweden. And then you must have a theme, such as the homeless kits.”

For Mary Johnstone, a corporate operations engineer at Google, the virtual-meeting phenomenon predated the pandemic. A member of the Seattle club, she hopes the lessons learned during the pandemic can be useful as the country reopens. “We used the tragedy of having to quarantine to broaden and include other clubs,” she says. “Even though we’ve been forced into this virtual world, there are positives in reaching out across regions and creating relationships.”

In Seattle, Borek welcomes the opportunities presented by the collaboration to extend his club’s con-

Rotary and Rotaract clubs can enhance their effectiveness by staying connected with members, responding to the needs of their communities, and adapting to the challenges of changing times. For resources to help accomplish those goals, go to rotary.org/membership.



ate one afternoon in early April, Alex Johnson parked his car on a modest street in Plano, Texas. Cell phone in hand, he began giving a FaceTime tour of the city's historic Douglass neighborhood, a community established

in the 1860s when two freed slaves settled there. The houses here were nothing like some grand estates he had passed earlier as he drove toward Douglass, but nestled on small, neatly trimmed lawns, many of the homes had a simple beauty. Some weren't as nice; it was clear there was still room for improvement in Douglass, as well as in other Plano neighborhoods.

That's where the Rotary Club of Plano West comes in. As Johnson, the club's president, explains, Plano West always stands ready to help. The club partners with churches, schools, and the city on an average of more than six service projects a month, engaging in a hands-on way with virtually every

it been able to pull that off — and can its success provide a blueprint for other clubs across the United States and beyond?

Plano West was a different club when Johnson joined three years ago. The smallest of the city's six Rotary clubs, Plano West had 20 members with a median age of 67. Only five were women, and when Johnson joined and boosted its membership to 21, he was the only person of color in the club. In other words, says Johnson, "we were the classic Rotary club."

Johnson knew Rotary well. For about 15 years, he'd been a member of the Rotary Club of Plano, traditionally the city's largest Rotary club, where he had served in leadership positions. But Johnson yearned to belong to a club that offered more service opportunities. After checking out the city's other clubs, he decided to join Plano West. "It kind of flew under the radar," he says.

Glen Thornton, a past president of Plano West, agrees. "We were a smaller club, certainly, than we are now."

Some members of Plano's other Rotary clubs were surprised when Johnson made the move. "Everybody was asking, 'Why would you go from the largest Rotary club in Plano to the smallest?'" Johnson recalls. "My answer was, 'They serve.' When I visited Plano West, they were either talking about starting a service project or they had just completed one. I thought: This is powerful. This is Service Above Self. This is what Rotary is supposed to do."

He thought, "I love this club. This is the club I want to lead."

A commitment to service was one thing. But as Johnson well knew, a club with fewer than two dozen members — and mostly older ones at that — would have trouble achieving everything it might aspire to accomplish. For Plano West to embrace its potential, the club had to get younger and more diverse, and it had to grow.

Johnson reasoned that the best way to ensure fu-

PLANO WEST IS, IN FACT, THE FASTEST GROWING ROTARY CLUB IN THE UNITED STATES.

part of Plano. But it was the work done in Douglass during the COVID-19 pandemic that helped transform Plano West into the thriving, diverse Rotary club that it is today.

The club's success was applauded by John Hewko, Rotary International's general secretary, in February when he told Plano West Rotarians that what their club had accomplished over the past year had left him "blown away." From membership growth to increased diversity to a relentless commitment to service, the club is "a real example for other clubs to look at," Hewko said.

Plano West is, in fact, the fastest growing Rotary club in the United States. The question is: How has



ture success would be to treat the club like a business. “If you look at a church as a business,” he asks, “what product are they selling? Religion. What product does a gym sell? Physical fitness.

“So, if you think of a Rotary club, what is our product? Community service. We have demonstrated resoundingly that the more service we do, the more members we get.”

That message resonated with James Thomas, the student services coordinator with the Plano Independent School District. When Johnson approached Thomas last year about possibly joining the club, Thomas replied, “Absolutely, as long as it’s boots-on-the-ground type stuff.” Once Johnson assured him that the club was all about service in the community, Thomas didn’t hesitate. “Sign me up,” he said.

Thomas’s job with the school district opened a new service opportunity for Plano West. The club partnered with the district on a program that distributed meals to students in need at the end of the school day. Teachers who were there to conduct after-school tutoring sessions first had to hand out the meals; Plano West volunteered to take over that task. “Alex said, ‘Let us do the manual labor,’” recalls Thomas, which allowed the teachers to reclaim valuable time to accomplish what they were there to do — teach.

For another project, in conjunction with the city of Plano and the Plano Police Department, the Plano West Rotarians handed out informational materials about COVID-19 in the city’s underserved communities. The partnership benefited both groups, says Ed Drain, Plano’s chief of police and a member of the Rotary Club of Plano Metro. “It was good for their club” in that it provided local Rotarians with another service opportunity. “But it was also good for the police department,” says Drain. That kind of engagement “helps us build better relationships in our community.”

In the southeast corner of Plano sits Douglass, a neighborhood of about 200 modest houses. In the years before the Civil War, two slaves, Mose Stimpson and Andy Drake, were brought to Plano under different circumstances: Stimpson to be the playmate of the master’s daughter, Drake as a laborer hauling logs from Louisiana to Texas. At some point, Drake was able to buy his freedom; Stimpson was granted his by the playmate when she became an adult. The two men were the founding fathers of the Douglass community, which is named in honor of the former slave, abolitionist, writer, and orator Frederick Douglass.

At the end of the 20th century, the neighborhood

Counterclockwise from top left: A Plano West Rotarian organizes door hangers with vaccine information; “V” is for volunteers; distributing the hangers; preparing meals for a Plano police lunch delivery; partnering with the Rotary Community Corps and others to hand out school supplies — and get out the vote; a food delivery crew; thumbs up for another Plano West project.



During the pandemic, Plano West Rotarians worked with community members to provide free meals. **Counterclockwise from top left:** Getting the word out; checking in recipients; organizing food (with Alex Johnson in foreground); carrying food to a vehicle; directing traffic; a home delivery; the milky way; fresh fruit and veggies; volunteers convene; a loaded larder.

was struggling. The poverty level was high, and many homes were in serious disrepair and barely habitable. More recently, through a program called House on the Corner, Plano's Christ United Methodist Church, where Thornton is a parishioner, did what it could to remedy that situation. Beginning in 2004, the annual program would build a house in the church parking lot and move it to an empty parcel of land it had purchased in Douglass, where it was sold at a discounted price to a moderate- or low-income family. That program attracted hundreds of volunteers, and at one point, Thornton served as project manager. But the church needed extra hands to accomplish some of its other projects, such as a weekly Sandwich Blessings program, which provided food and other necessities to the city's homeless population. Once again, members from the Plano West club stepped up.

Then last summer, as the pandemic raged, the need to provide food to families grew more desperate. The Rotary Community Corps of Plano Douglass Community — a group of non-Rotarians who share a commitment to serving their neighborhood — launched a project to deliver meals to Douglass residents. (Johnson's wife, Laura, serves as the chair of the Plano West club's community corps committee.) With only a few volunteers, however, the deliv-

eries could take eight hours or more. When the Plano West Rotarians heard about the situation, they offered to help. "We got involved," Alex Johnson says, "and every other week we pulled together up to 30 volunteers. We were able to knock out the food deliveries in about 45 minutes. The more we did it, the more organized and structured it became."

The effort "really put us on the map" in the Black community, Johnson says. "It helped establish our club's reputation as a group that engaged the community. And because it was happening in a largely Black and Hispanic neighborhood, it really resonated with the residents. We were helping the most diverse, highest poverty area in Plano, and because of that the people were saying, 'Oh, this old white man's organization, wow, they've got a Black president, and they're actually helping Black people and Hispanic people.'"

The impact was swift. As the months passed, Johnson recalls, "eighty percent of the people who showed up to serve on our projects weren't members of the club. But they would show up two or three times and all of a sudden they're like, 'Well, this is kind of cool.' And before you know it, they were turning in applications and their friends were turning in applications to join the club."

Today Plano West has more than 60 members,



Photos courtesy of Rotary Club of Plano West

drawn from a diverse pool. “We’re like the United Nations,” Johnson says. “We have immigrant members from eight countries.” The club just inducted its second member from the LGBTQ community, and this year it plans to participate in the city’s gay pride festival. And at press time, the club had exactly as many female members as it did male. They had achieved one of their goals: gender parity.

Plano West hasn’t achieved only cultural, ethnic, and religious diversity. Its median age is now 50, after the last year also saw an influx of young people into the club, thanks to a 19-year-old who was already drawn to Rotary. Zain Kalson had joined an unauthorized Rotary club while attending high school in Frisco, Texas, just north of Plano.

“It’s kind of funny,” Kalson recalls. “A teacher started an unofficial Rotary club at Lebanon Trail High School without any approval and without really knowing anything about the big picture — just knowing that it was something meaningful. And after a couple of months, we realized that’s not the way it works.” That unofficial club eventually became a sanctioned Interact club, and when Kalson graduated, he decided to join a Rotary club.

Drawn to the inclusiveness of the Plano West club

and the number of service opportunities it provided, Kalson reached out to Johnson. Today, Kalson leads technology and social media tutorials to help Plano West better brand itself online, and he helped launch the club’s Young Adult Initiative to attract new members between the ages of 18 and 22. Until 1 July, he also served as president of the Rotaract Club of the University of Texas at Dallas, and he is currently Plano West’s secretary.

Johnson realizes that not all Rotarians are comfortable with the Plano West approach. At a meeting in March — after inducting Bruce Mang, a pre-med student at the University of Texas at Austin, as a new member and recognizing Laura Johnson as a Paul Harris Fellow — the club welcomed its guest speaker: Morris Garcia, the president of the North Texas Pride Foundation.

“WE HAVE A SERVICE PROJECT ASSEMBLY LINE. WE PARTNER WITH EVERYBODY. WE ASK FOR NOTHING. WE JUST HELP.”

As Johnson recalls, the choice of speaker raised some concerns. But, as he goes on to explain, “our goal was no different from what it was with the Douglass community. If you say you’re inclusive, you show people that you are inclusive. That’s the first step. The second step is you serve in that community, and third, you make opportunities available for people in that community. Then they’re going to trust you and say, ‘Oh, they’re actually practicing what they’re preaching.’ That’s what we did in the Douglass community, and that’s what we’re going to do with the LGBTQ community.”

All of which helps answer the question that Rotarians regularly pose to Johnson: How have you been able to continue to increase the number of members in your club?

The secret is simple, Johnson says: Engage with the community through service. “At Plano West, we have a service project assembly line. We partner with everybody. We ask for nothing. We just help.”

Rotary Community Corps unites Rotary members with nonmembers to find community solutions to community challenges. RCCs can exist anywhere a local Rotary club chooses to sponsor one. Learn more at rotary.org/rcc.

A reimagining of all the things a Rotary club might be, the Rotary Club of Network for Empowering Women (RNEW) is a dream fulfilled for its founding president, Anastasia V. Persico.

As she explains, her vision for the new club had its roots in an event from her past: the trauma of being sexually assaulted at a young age. Persico recovered from that experience through therapy, but it made her keenly aware of, and passionately concerned about, the vulnerability of women, particularly in cultures in which they are economically disadvantaged. She also realized that far too many women and children would be unable to follow the same path of recovery that she had.

“Nobody does anything all on their own,” she says. “If we don’t get the right support, we can’t move forward. For years, because of my past life experience, I’ve wanted to start a nonprofit to help women, but as a single parent working full time, the idea of getting that off the ground seemed too difficult.”

In 2018, Persico, an entrepreneur in Woodbury, Connecticut, attended a local business fair where she met Ron Webb, who was selling raffle tickets for a Rotary fundraiser. (Webb would go on to serve as 2020-21 governor of District 7980.) At his suggestion, she went to several meetings of his Rotary club. Impressed, she decided to join the Rotary Club of Woodbury-Southbury-Middlebury.

“But the club was focused on local projects, and I was interested in broader things with an international reach,” she says. That’s when Mark Brady, who served as 2019-20 governor of nearby District 7890, told her about the option to start a cause-based Rotary club with virtual meetings. “I suddenly realized that through Rotary, with its strong foundation and resources, it might be possible to convey my mission and what inspires me to other people who share those interests, and that’s how I might achieve my goal.”

Following a series of emails and Zoom calls, Persico was introduced to Tom Gump, who she soon came to understand was “the guru of starting cause-based clubs.” (Minnesota’s District 5950, where Gump served as 2020-21 governor, is home to

five such clubs.) Next, she gathered four of her close friends — Lisa Amatruda, Tasha Coleman-Jackson, Harpreet Kaur, and Barbara Packer — and together they drafted a mission statement and mapped out a plan to launch the new club. In October, RNEW was chartered with 46 members. Although two-thirds of the club’s membership is concentrated in Connecticut, Persico says that the club aligned with District 5950 largely because of the warm reception and support from Gump and other Rotarians in the district. Minnesota, with its central geographic location, also made sense for the club.

In January, the district held an official online chartering event for RNEW that drew nearly 200 people, including then-RI President Holger Knaack and 2020-22 RI Director Suzi Howe. As of June, the club had more than 50 members representing multiple U.S. states and several countries. Two-thirds are women and, Persico adds, “I think we’ve touched nearly every ethnic and racial group.” Her goal is to have 100 members by the end of the club’s first year.

Persico describes the club’s mission as “empowering women by identifying and advocating for reduced violence, harassment and abuse, and human trafficking.” Members aim to promote education, provide financial know-how, and introduce women to the resources and skills that will help them return to or advance in the workforce. “Human trafficking was initially our central component,” she explains, “but we decided to add three other segments to our focus: international microfinancing, public policy and issues affecting women in the military, and funding and education for survivors of domestic and child abuse.”

The four segments are organized by calendar quarters, with each three-month period focused on one of the causes. In June, during its international quarter, the club held its first in-person fundraiser, an evening of bourbon, cigars, and trivia. The proceeds will support a number of Rotary projects around the world,

including ones in Poland and Malaysia. The Rotary Club of Bialystok in District 2231 is building and furnishing a hostel for parents of seriously ill children at the Children's Clinical Hospital, part of the Medical University of Bialystok. In Kuala Lumpur, the Rotary Club of Melawati in District 3300 is backing a project called Heart Beads, which offers microfinancing to women hoping to support themselves and their families by making bracelets and necklaces. And RNEW has another project pending that will provide educational materials to young girls in Côte d'Ivoire.

Persico says she is humbled by the honors she has received for her efforts, including Paul Harris Fellow recognition from District 7980. And as much as she embraces virtual communication, she still prefers meeting with people face-to-face. "This group would not have moved forward if it weren't for the technology," she says. "But you can't run an international organization on email alone. You have to have personal interaction." She plans to attend the Rotary institute in Houston in September and hopes to travel to Poland at some point to visit the children's hospital and meet members of the Bialystok club.

"Anastasia is a networking superstar," says Amatruda, the club's treasurer, a retired lieutenant colonel in the Air Force who lives in Connecticut, teaches at Naugatuck Valley Community College, operates a local business, and serves as a voting registrar. "She is very persuasive and passionate about the subject matter and about Rotary. She had been trying to get me to join Rotary for a while, but it wasn't feasible for me to attend weekly meetings. When we started talking about this in conjunction with the cause and the flexible approach to attendance, it made a lot of sense. I think being able to center a club around a cause will greatly benefit Rotary as it moves forward."

Amatruda, whom Persico credits with "keeping things on an even keel," says the logistics of establishing a new club have been tricky. They've involved everything from finding speakers for meetings to planning events to transitioning from her original Excel spreadsheet to the ClubRunner platform. But the process, she says, has moved smoothly with the "phenomenal" support from Gump, District Governor-elect Lloyd Campbell, and Gina Smith, who's responsible for innovative club formation in the district. "We're not completely there yet, but we're making progress," Amatruda says.

Coleman-Jackson, the club's president-elect, has been a social worker, handled advocacy and policy for the NAACP, and taught English in China from 2013 to 2015. Currently an account manager for the American Red Cross, she met Persico when they worked together on a local blood drive. They have since become good friends.

"I was familiar with Rotary, but I didn't know a lot about it, except that it had a reputation as a humani-

tarian organization," Coleman-Jackson says. "I knew enough to know that I was interested when Anastasia discussed starting the club." Rotary's loosened rules around meetings clinched the deal. "I would have joined for the cause, but since I work full time, attending weekly meetings would have been a challenge. I would do everything I could to work around that, because I'm committed to this club, but I'm grateful that Rotary has changed its policy."

She has also kept busy learning about the duties of a president-elect. "Any time I've had a question and

"IT STARTS WITH AN INNER PASSION. WHEN YOU BELIEVE, OTHERS BELIEVE AND WILL FOLLOW IN THAT SPIRIT."

reached out to people in the district, they've been helpful and responsive. This has been a really good experience for me."

Club member Jack Gorman, a former municipal attorney in Meriden, Connecticut, is now retired and living in North Carolina. After Persico contacted him about her plans for RNEW, he joined and agreed to take a seat on the club's board. He enrolled in an online seminar sponsored by the district to become familiar with Rotary's grant-making procedures, and he is eager to continue learning.

"I decided to join Rotary because I want to be involved in an organization where I can meet like-minded people and become friends with them and do something concrete," he says. "Rotary looked like a great organization for that, and attending the district conference and meeting the Rotarians there reaffirmed that decision for me."

"It feels like it happened so fast," Persico reflects. "It wasn't an easy process, but it was more feasible than I realized. Everything just kind of came together." In May, she, Amatruda, and Gorman attended the District 5950 conference in Brooklyn Park, Minnesota, where Gump presented her with the district's Membership Growth Award. In her brief remarks, Persico explained what she regards as the key to increasing membership.

"I believe it starts with an inner passion," she said. "When that feeling happens, everyone around you sees it and wants to feel it too. When you believe, others believe and will follow in that spirit. This is how simple it is to grow Rotary." ■



"Nobody does anything all on their own," says Anastasia V. Persico, who began RNEW with help from her friends. "If we don't get the right support, we can't move forward."

The children's hour

Many Rotary clubs and members support Rotary's basic education and literacy area of focus with projects such as donating books to children and visiting schools to read aloud to students. To help clubs get ready to celebrate literacy month in September, *Rotary* asked three librarians who are also Rotarians to recommend some of their favorite children's books, particularly those that embrace Rotary values such as service, friendship, and integrity. *Rotary's* editors also included three picks of our own.

Want some tips on reading to kids? Turn to this month's Handbook on page 52. For example, kids love when you use a different voice for each character; try it with any of these 18 books.

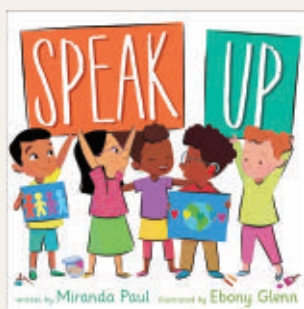
Cathy McCord Farley is the director of the White County Public Library in Sparta, Tennessee, and serves as executive director of the Tennessee Library Association. She is a member of the Rotary Club of Sparta — where she was the 2020 Rotarian of the Year — and joined Rotary because of its focus on basic education and literacy.



The Big Umbrella

by Amy June Bates and Juniper Bates; illustrated by Amy June Bates

A little red umbrella wants to help others, so it cheerfully expands to shelter anyone who comes to it, regardless of who they are, what they are, or how they look. This simple story is a gentle reminder that we can all help others in some way. (ages 4–8)



Speak Up

by Miranda Paul; illustrated by Ebony Glenn

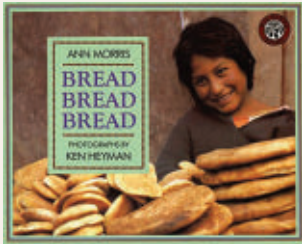
This book teaches children not only to stand up for themselves and others, but also to apologize, to express gratitude, and to lead. Words can encourage others and even save the day, if we just “speak up.” (ages 4–7)



Chowder

by Peter Brown

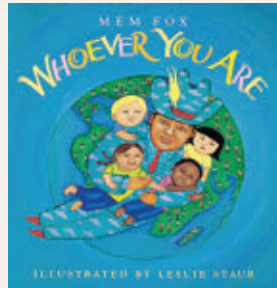
Chowder is a very unusual dog. He doesn't fit in with other dogs, which leaves him feeling lonely and sad. One day he takes a risk and helps some animals from a petting zoo. That act of selfless service gains him new friends with whom he can be himself. (ages 3–7)



Bread, Bread, Bread

by Ann Morris; photography by Ken Heyman

The photographs in this book provide an around-the-world tour of cultures as well as an informative look at an important food — bread — that every culture puts its unique stamp on. Other books in this series examine shoes, homes, and hats. (ages 4–8)



Whoever You Are

by Mem Fox; illustrated by Leslie Staub

This book about peace and equality is a reminder that, although we have diverse backgrounds and different points of reference, we are very much the same on the inside. (ages 4–7)

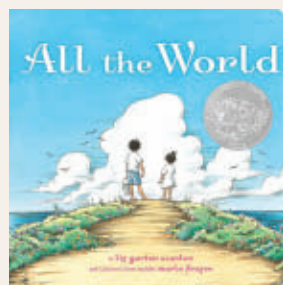
Margaret Woodruff has served as director of the Charlotte Library in northwestern Vermont since 2011. She joined the Rotary Club of Charlotte-Shelburne-Hinesburg in October to help give back to the community that supports the library.



A Hat for Mrs. Goldman: A Story About Knitting and Love

by Michelle Edwards; illustrated by G. Brian Karas

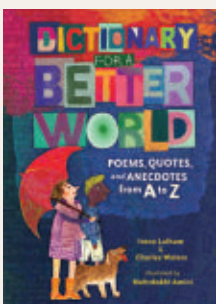
A little girl decides to knit a hat for Mrs. Goldman, a neighborhood friend who is always too busy knitting for others to make her own. Sophia overcomes her frustration when her hat doesn't turn out as expected and demonstrates perseverance and creativity as she comes up with a way to make the perfect hat for her friend. (ages 4–8)



All the World

by Liz Garton Scanlon; illustrated by Marla Frazee

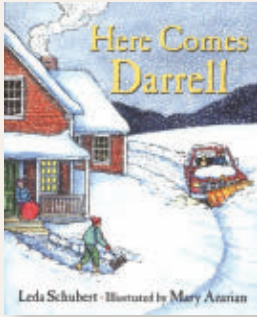
Follow families and friends through their days, from a visit to the beach to a stint in a vegetable garden to a joyous gathering. This book shows how the world is made up of each of us and all of us, with whimsical illustrations to accompany the lyrical and heartwarming rhymes. (ages 2–5)



Dictionary for a Better World: Poems, Quotes, and Anecdotes from A to Z

by Irene Latham and Charles Waters; illustrated by Mehrdokht Amini

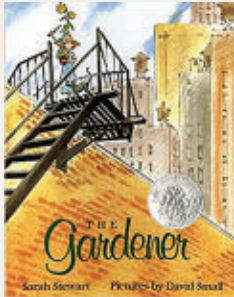
A compendium of words, verses, and stories, this book encourages reflection and inspires action. The book's writer and other authors share their perspectives on words such as *kindness* and *courage*, and the illustrator creates an array of pictures that serve as the foundation for this meaningful reference book. (ages 8–12)



Here Comes Darrell

by Leda Schubert; illustrated by Mary Azarian

Darrell is the town fix-it man, relied upon to do everything from shoveling driveways to delivering firewood. When gusty winds blow the roof off his barn, all the people he's helped turn out to lend a hand in this story about neighbors assisting neighbors. (ages 4–8)



The Gardener

by Sarah Stewart; illustrated by David Small

During the hard times of the Great Depression, young Lydia Grace Finch travels to New York to live with her uncle. In her letters home, Lydia Grace describes how she brings her love of gardening and her selfless spirit to Uncle Jim's grumpy existence and slowly adds some surprises and joy to his life. (ages 4–8)

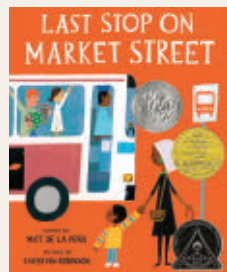
Sarah Sugden is a member of the Rotary Club of Green Bay, Wisconsin, and the executive director of the Brown County Library. In 2014, she received the I Love My Librarian award from the American Library Association. She joined Rotary to help others locally and globally.



Ways to Welcome

by Linda Ashman; illustrated by Joey Chou

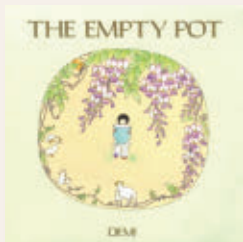
All over the world, Rotarians make others feel welcome and included. This picture book, which aligns with those values, introduces children to simple ways they can share that Rotary spirit. (ages 4–8)



Last Stop on Market Street

by Matt de la Peña; illustrated by Christian Robinson

A boy named CJ learns about inequity, helping others, and finding happiness while riding the bus with his grandmother. This book won the Newbery Medal in 2016, making de la Peña the first Hispanic author to win the award. (ages 3–5)



The Empty Pot

by Demi

This popular story focuses on the importance of telling the truth — the first guiding principle of Rotary's Four-Way Test — when a boy named Ping reaps a great reward for his honesty. (ages 4–8)



Rhoda's Rescue

by Barbara Walsh; illustrated by Abby Grieg

This book was commissioned by the Rotary Club of Waterville, Maine, for a community literacy project and incorporates Rotary principles. In the story, Rhoda the owl shares the value of helping others with her friends (and one selfish squirrel). (up to age 5)



Can We Help? Kids Volunteering to Help Their Communities

by George Ancona

A photo-driven book, *Can We Help?* shows children aiding others by planting a community garden, picking up litter, delivering meals, and more. It's full of inspiration and ideas for young humanitarians. (ages 5–8)

Editors' picks



Wonder

by R.J. Palacio

Homeschooled until age 10, Auggie Pullman attends school for the first time in fifth grade. He's scared and faces challenges at school, including bullying, because of a facial deformity that makes him stand out. But he also experiences acts of kindness and builds meaningful friendships along the way. (ages 8–12)



We Are Water Protectors

by Carole Lindstrom; illustrated by Michaela Goade

Lindstrom, who describes herself as Anishinaabe/Métis, and Goade, a member of the Tlingit and Haida Indian Tribes of Alaska — and, with this book, the first Indigenous artist to win the Caldecott Medal — join forces to tell the story of an Ojibwe girl who vows to serve as a steward of Mother Earth. (ages 3–6)



Nicky & Vera: A Quiet Hero of the Holocaust and the Children He Rescued

by Peter Sis

In 1939, a young London stockbroker and future Rotarian named Nicholas Winton helps 669 children escape Nazi-occupied Czechoslovakia and find refuge with families in England. One of those children is a Jewish girl named Veruška “Vera” Diamantova, who decades later is reunited with Winton on a popular British TV show. (ages 6–8)

The Rotary Club of Fairborn, Ohio, worked with TokoBooks to develop two picture books for children. Andy & Elmer's Apple Dumpling Adventure promotes The Four-Way Test; Becky & Lin's Apple Orchard Park teaches children about Service Above Self. To bring this literacy project to your community, visit andyandelmer.com.

By Geoffrey Johnson
Illustrations by Mary Woodin

Employing a reverse alchemy founded on foresight and philanthropy, the Rotarians of Traverse City, Michigan, have transformed a fortune in black gold into an agent for achieving green goals

The miracle of the oil and fishes

Zhingwaak-ziiibiing

In the still light of early dawn, the river emerges from the swamp and begins its slow descent. From 1,090 feet above sea level, it will drop 513 feet during its 50-mile journey, coursing southwest through the woodlands, marshes, and meadows of northern Michigan, increasing in volume and velocity as tributaries join it along the way.

Near Beitner Creek it turns abruptly north toward Traverse City, where, beneath a bright midday sun, it empties into the west arm of Grand Traverse Bay. The Anishinaabe, who relied on the river for transportation, food, and spiritual sustenance, called it *Zhingwaak-ziiibiing*: the river in the white pines.

Today it's known as the Boardman River. Harry Boardman and his son Horace sailed the sloop *Lady of the Lake* from Chicago in 1847, traveling up Lake Michigan and landing at the future site of Traverse City. There they built a water-powered sawmill, the first dam anywhere on the Boardman River watershed, where vast stands of white and Norway pine

grew and the clear waters teemed with what an ichthyologist at Wayne State University called “the most beautiful of our game fishes,” the Arctic grayling.

In 1851, Harry Boardman sold his land and sawmill to Perry Hannah, the man regarded as Traverse City's founding father, who with his partners built a large steam-powered sawmill between the river and the bay and relentlessly harvested timber. Over the next four decades, Hannah, Lay & Co. annually sent millions of board feet of lumber to Chicago by steamer. (The company's huge lumberyard, situated immediately beyond the southern boundary of the Great Chicago Fire of 1871, survived that conflagration and was the source of much of the wood used to rebuild the city.)

By the beginning of the 20th century, the seemingly limitless pine forests across Michigan and Wisconsin were gone. “It was almost a crime against Nature to cut it,” recalled one of Hannah's contemporaries, “but we lumbermen were never concerned with crimes against Nature. We heard only the demand for lumber, more lumber, and better lumber.” The Boardman River, which had been used to transport logs to market, was badly degraded, its banks eroded and its channel filled with sediment, sawdust, and other debris. As for the “beautiful and queenly” grayling (a





description provided in 1879 by the state's fish commissioners), it was only a memory, gone from most Michigan streams — a victim of the logging industry, the introduction of non-native species, and, in the words of one 19th-century Wolverine State conservationist, the “piggishness of sportsmen.”

But people weren't done exploiting the Boardman; next they turned to it as a source of energy. The Boardman Dam, the river's first major hydroelectric dam, was built in 1894, and three more followed: Sabin (1907), Keystone (1908), and Brown Bridge (1921). The Keystone Dam washed away in 1961 and was never replaced, but the Union Street Dam, which was built near the mouth of the river in 1867 to power Hannah's mill, still stands, although it hasn't produced power since it was damaged by a fire in 1926.

More recently, some residents looked around the area and didn't like what they found. They wondered if the river might be restored to resemble the stream described by the region's first settlers and still revered by its Indigenous peoples. Who knows, perhaps they could even resurrect the storied Arctic grayling.

Among the core group promoting this change in perspective were some who were particularly well-equipped to help effect the changes: Rotarians. “Preservation and conservation are part of our club's ethos,” says Becky Ewing, a member of the Rotary Club of Traverse City. “It's part of the fabric of our region — especially the protection of our most precious resource: water. Rotarians take that to heart.”

A former environmental consultant who developed programs and projects for the Great Lakes Water Studies Institute at Northwestern Michigan College, Ewing served until recently as the executive director of Rotary Charities of Traverse City. Founded in 1977, that foundation has invested more than \$63 million into a wide variety of projects and programs in the five-county Grand Traverse region. Some of that money helped kick-start plans to restore the Boardman River and bring back the Arctic grayling — green initiatives that were made possible by that *bête noire* of environmental activists: oil.

The 40 percent solution

Chartered on 1 May 1920, the Rotary Club of Traverse City didn't take long to embrace the northern Michigan traditions of forest, lake, and stream. “That was part of its legacy,” Ewing says. “When the club formed, one of its first projects was getting kids outdoors.”

The club's third president, an avid fisherman named Clarence Greilick, led efforts to establish campgrounds for the area's Boy Scouts, Girl Scouts, and 4-H members. In 1923, the club paid \$1,100 for 450 acres near Spider and Rennie lakes, two of the 70-plus lakes in the watershed. The club later acquired additional land, and in 1955, all of the property was turned over to a newly created nonprofit entity, now called Rotary Camps & Services of Traverse City. The nonprofit then leased the original

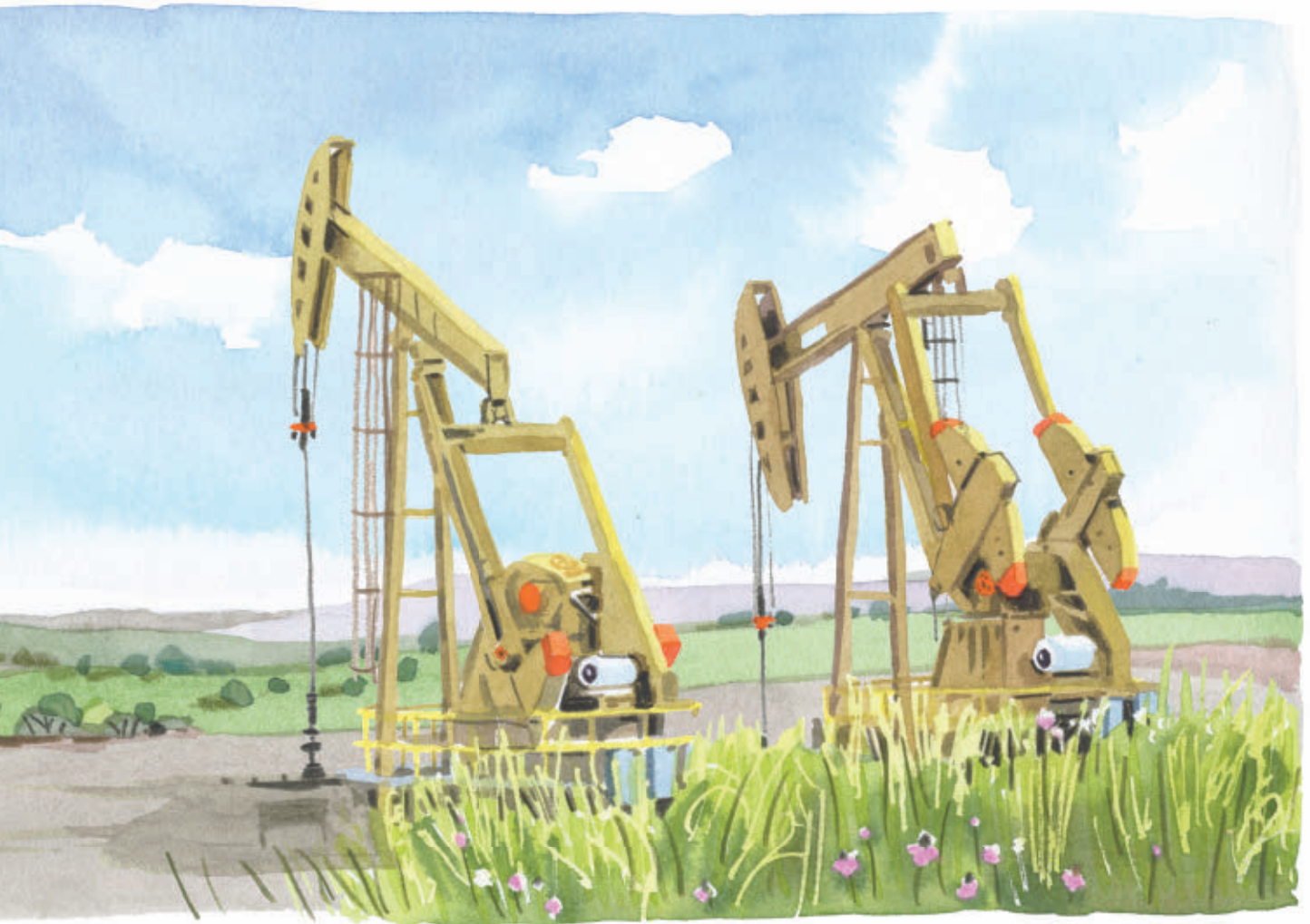
The discovery of oil in 1976 on land owned by the Rotary Club of Traverse City led to the creation of a charitable foundation that benefits five counties in northern Michigan.



Camp Greilick property to the Scenic Trails Council of the Boy Scouts of America. The scouts secured a 99-year lease for the exorbitant sum of \$1. The Rotarians had the foresight to hang on to the property's mineral rights.

One of the primary bedrock formations of the Boardman watershed is Antrim shale, which is renowned for producing oil and gas. In 1974, evidence of underground oil was discovered on land near the campgrounds; the following year, Rotary Camps & Services entered into an agreement with Total Petroleum, allowing it to look for oil on the club's land. One savvy club member, a lawyer named Al Arnold, crafted an agreement that gave the Rotary club 25 percent royalties from the proceeds of any oil or gas discoveries — and once Total's production costs were covered, that amount would jump to 40 percent. In 1976, Total found oil on the property near Spider Lake.

Rotary Charities of Traverse City, formed to manage the oil revenue, handed out its first grants in 1982. Today it's overseen by a board of trustees made up of



11 members of the Rotary Club of Traverse City; each serves a three-year term. The foundation funds programs in five northern Michigan counties — Antrim, Benzie, Grand Traverse, Kalkaska, and Leelanau — that generally fall into the categories of health, education, government, the arts, and the environment.

A commitment to preserving the region's natural resources was always a part of Rotary Charities' mission. "Almost 17 years ago, Rotary Charities was the first foundation to enter into conversation about the four dams on the Boardman," Ewing says. The foundation contributed an initial grant of \$10,000, as well as several subsequent grants, toward what eventually blossomed into a multimillion-dollar endeavor that attracted international interest.

The foundation's board was not motivated solely by a desire to protect the environment. "Our board members are thrifty businesspeople," Ewing notes. "They wanted to know: Is there an economic development component? And yes, there was."

In the Traverse City area, tourists annually generate more than \$1 billion for the local economy. The

Rotary Charities contributed an initial \$10,000 grant toward what eventually blossomed into a multimillion-dollar endeavor that attracted international interest.

Boardman River, acclaimed as one of the state's best trout streams, has been a prime draw for decades. (The Adams fly, called by one angling expert "the most popular ... dry fly in North America," was first used on the Boardman, in 1922.) But the dams had raised the temperature in the river, threatening the cold-water habitat in which trout thrive. That was not good for the region's ecology — or its economy.

In April 2009, after 180 public meetings and input from more than 1,000 people, the county and the city voted to demolish three of the dams and modify a fourth; none were a significant source of hydroelectric power. Under the auspices of the Boardman River Dams Ecosystem Restoration Project, the dams were removed between 2012 and 2018, and the river was returned to its original channel, now cleared of excessive sediment. The project reconnected 160 miles of cold-water streams along the Boardman watershed, repaired eroding riverbanks, and restored hundreds of acres of wetlands and wildlife habitat. And with funding from Rotary Charities of Traverse

“There is no species sought for by anglers that surpasses the grayling in beauty.”



City, the Great Lakes Fishery Trust, and other sources, civic leaders implemented a long-term Boardman River Watershed Prosperity Plan to protect the river in the years ahead.

Rotary Charities' involvement with the Boardman project is characteristic of its approach: incubate ambitious projects by investing relatively small sums of money while establishing connections and extending collaboration among other groups and individuals. That strategy is evident in another endeavor backed by the foundation that involves literal incubation — the attempt to resurrect what Ewing describes as “an almost mythical fish”: the Arctic grayling.

Thymallus arcticus tricolor

In September 1873, James Milner, an employee of the United States Commission of Fish and Fisheries who was based in the Great Lakes, plunged into the forest primeval. In the company of a legendary outdoorsman and two guides, he traveled north to the head-

waters of the Au Sable River, about 40 miles east of Traverse City. His effusive account of the expedition appeared that December in *Forest and Stream*.

“In these days of extensive pioneering and wholesale exploration,” he wrote, “the man is favored who finds himself in the midst of a really untrodden wild. ... As we embarked in our light boats, in the early morning, and our bows broke the trailing mist that covered the river, it was as if brushing the fresh bloom from newly plucked fruit, so untouched by the hand of man did everything seem.”

He was equally rhapsodic about the object of their quest, *Thymallus arcticus tricolor* or the Michigan grayling. “There is,” he insisted, “no species sought for by anglers that surpasses the grayling in beauty.” The sun’s rays illuminated “the delicate olive-brown tints of the backs and sides, the bluish-white of the abdomen, and the mingling of tints of rose, pale blue, and purplish-pink on the fins, ... a combination of living colors that is equaled by no fish outside of the tropics.”

Over two days, the party of four caught 143 “specimens” of the fish; they were to be commended for their restraint. Five years after Milner’s trip to the Au Sable, in remarks delivered before the Michigan Sportsmen’s Association for the Protection of Fish, Game and Birds, a Saginaw conservationist named H. B. Roney recounted the story of two groups from Chicago who caught about 8,000 grayling, with many of the dead fish “thrown back into the stream to poison the water and pollute the pure air of heaven.” He branded as “insatiate hogs” those fishermen interested only in ratcheting up their daily tally. “Everything that will bite at a hook or rise to a fly, from a three-pounder down to mere fingerlings, are taken from the streams and preserved to swell the final ‘count’ and wreath the brows of the brave anglers with unfading laurels by the number of their ‘grab.’”

The result of this unchecked plunder was inevitable. In the Depression-era American Guide Series, the volume devoted to Michigan noted that the population of the grayling “declined so sharply in the logging era that, by 1900, the capture of a single specimen was a noteworthy event in an angler’s experience. By 1935 the last grayling had vanished.”

Now, an endeavor to return the Arctic grayling to Michigan rivers — one that might be deemed quixotic did it not have science and Traverse City Rotarians on its side — may change that. It will take time, cautions Todd Grischke, an assistant chief in the fisheries division of the Michigan Department of Natural Resources. “It’s going to be a while before we have fish in the water,” he says. “This is a marathon, not a sprint — a 10- to 15-year success story, with a lot of small successes along the way.”

Michigan’s Arctic Grayling Initiative has attracted some 50 partners, including the Michigan DNR, the Nature Conservancy, the U.S. Fish and Wildlife Service, a handful of colleges and universities, and several Native American tribes and communities. The city of Grayling is on board, as are the Anglers of the

Michigan’s rivers once teemed with Arctic grayling; in the decades before the fish’s extirpation from the state, its multihued beauty elicited fervent praise from ichthyologists and anglers alike.







Au Sable, which no doubt would please James Milner. The Little River Band of Ottawa Indians — with the state of Michigan, one of the project's co-founders — contributed \$100,000, the Consumers Energy Foundation kicked in \$117,000, and the Henry E. and Consuelo S. Wenger Foundation has donated more than \$300,000. Rotary Charities of Traverse City saw the potential early on. “In 2017, Rotary Charities provided a small amount of money — a \$10,000 seed grant — that would have a big impact,” Ewing explains. “We wanted to give the grayling team an opportunity to explore, to build partnerships, and to experiment. And today they have raised more than \$600,000.”

The effort to get the Arctic grayling back into Michigan waters will focus on research, management, education and outreach, and fish production. In 2019, the Michigan DNR obtained about 10,000 grayling eggs from the Chena River in Alaska and delivered them to Michigan State University, where they could be quarantined and given health exams; since the eggs originated from outside of the Great Lakes basin, the team needed to make sure that they did not inadvertently introduce a new pathogen into Michigan's rivers and streams.

From MSU, the eggs were moved to the Oden State Fish Hatchery, near Petoskey, which had been equipped with a protective ultraviolet filter on the outflowing water of the isolation facility. And on 17 September 2020, one of those small-success days, approximately 4,000 young grayling were moved to the Marquette State Fish Hatchery in Michigan's Upper Peninsula. This first batch of brood stock will remain there for another four to six years, when they should begin producing eggs of their own.

Meanwhile, project members are surveying Michigan rivers — among them, the Boardman — to find a suitable location where incubators with fertilized eggs might one day be introduced. They must find a site where grayling can successfully compete against the brown and brook trout that were intentionally released into rivers in the state's Lower Peninsula beginning in the late 19th century. The Michigan DNR and its partners also understand that grayling are very choosy about their habitat. Recalling a 1975 trip through a remote Alaskan wilderness, the writer John McPhee noted that grayling are indicators “of the qualities of a stream. They seek out fast, cold, clear water. So do trout, of course, but grayling have higher standards. Trout will settle for subperfect waters in which grayling will refuse to live.”

As it did with just about everything else, the COVID-19 pandemic disrupted the grayling initiative's timetable. “Things aren't on hold, but it was definitely a step back,” says Grischke. “We'll have to swallow hard and take it on the chin.” Michigan State halted its last year of lab work, and the state's DNR postponed any in-field evaluation of potentially viable rivers and streams. Perhaps the biggest blow came in 2020 with the cancellation of the second of three planned trips to Alaska to collect more eggs, a means of achieving the wide genetic diversity that

BY THE NUMBERS

In addition to funding environmental programs, Rotary Charities supports other causes and helps provide access to services. Some recent examples:

\$150,000

Northern Michigan Community Health Innovation Region

\$130,000

Safe Routes to School

\$110,000

Grand Traverse Regional Community Foundation

Last fall, young grayling, raised from eggs originally brought from Alaska by Michigan's Department of Natural Resources, arrived at the Marquette State Fish Hatchery, where they will grow to maturity.

can ensure the grayling's survival. The project caught a break this year when a Michigan State researcher was able to travel to Alaska and collect another batch of eggs. The third and final trip is tentatively scheduled for 2022.

Grischke remains both realistic and optimistic. He fully expects that grayling will get a chance to make a comeback in the Wolverine State, though he wonders if that day may come after he has retired. "Our hair's not on fire," he insists. "Our marathon is now 27 miles rather than 26.2."

The seven generations

Among Rotary Charities' many partners and collaborators are the bands of Ottawa and Chippewa peoples who live, as they have for centuries, in the Grand Traverse region. Several of those tribes are members of the Arctic Grayling Initiative, and, as Ewing points out, "they were at the leadership table with the Boardman River project. They provided an invaluable Indigenous perspective. They helped us realize that the Boardman is not just a river, and they helped us understand what healing the river means. It was a unique blending of the spiritual with science and technology."

Another lesson Ewing learned from her Native American partners was what she calls the "ethic of the seven generations." In *The Ottawa: A River Reborn*, a 2017 documentary about the restoration of the Boardman (which was once also known as the Ottawa), a member of the Grand Traverse Band of Ottawa and Chippewa Indians explains:

"We look ahead to seven generations. We make decisions based on not today but based on the impact they'll have in the future. When you think like that and you remember that you have to honor seven generations ago because somebody thought of you that far ahead, it gives you a different perspective. ... You have to make decisions today that are going to be the best for the future seven generations, and you have to carry yourself and show honor to where you are in the here and now because somebody thought of you."

Ewing has adopted that perspective. She's enthusiastic about the big projects taking shape. Despite a temporary holdup over the removal of some trees, she's eager to see the last pieces of the Boardman project fall into place: the repurposing of the Union Street Dam as a state-of-the-art educational facility and the installation of a channel that will allow certain species access into the Boardman watershed from Grand Traverse Bay while also keeping out unwelcome intruders. All that will be down the block from a new public square built with a \$1 million grant provided by Rotary Charities to celebrate the centennial of the Rotary Club of Traverse City.

Ewing speaks proudly of the long-term Grand Vision plan launched in 2008 that helped identify and implement priorities for the region. She discusses its reimagining of Camp Greilick as GO-REC, the



Greilick Outdoor Recreation and Education Center. And she points with excitement to the recently opened, and still developing, Discovery Center Great Lakes; situated on the western arm of Grand Traverse Bay, it occupies, in part, the former site of a waterfront coal dock, purchased in 2016 with a \$1 million grant from Rotary Charities. "There are a lot of cool things bubbling up at the Discovery Center," Ewing says.

Meanwhile, the foundation has recently altered its approach for making regional improvements. In 2018, as its website explains, Rotary Charities began to shift "its grantmaking program away from funding individual organizations ... toward supporting collaborative solutions for complex problems and building up communities."

The Boardman River flows through Traverse City into Grand Traverse Bay; an educational facility in the city's repurposed Union Street Dam will complement the river restoration project.



“We look ahead to seven generations. We make decisions based on not today but based on the impact they’ll have in the future.”

The group is trying to address the root causes of the issues they see, says Ewing. “We need to take a look at the system as a whole and take time to really understand what’s going on and how we can collaboratively change the outcome.” As an example of this new way of thinking, she points to the foundation’s Leadership Learning Lab and Changemaker Fellowships, which are identifying and assisting the next generation of local leaders.

“We have to be patient and take the long view,” says Ewing, who retired as executive director of Rotary Charities at the end of June. “All the seeds have been sown, the ground has been prepared, things are starting to sprout, and I can’t wait to see the forest that is going to grow from that empty field.” ■

OUR CLUBS

VIRTUAL VISIT

At home abroad

Rotary Club of Cultural Exchange Enthusiasts (D5960)

Before the pandemic, some 9,000 teenagers embarked every year on a global adventure through Rotary Youth Exchange, learning about new cultures and enjoying the company of families who opened their homes and hearts. While hundreds of thousands of young people have participated since Rotary officially sanctioned the program in 1975, relatively few have gone on to join Rotaract or Rotary clubs. Exchange experiences, whether they last a few weeks or an entire academic year, broaden horizons at a pivotal age — and Rotary has yet to fully capture the potential of Youth Exchange alumni.

Now a reimagined e-club is creating a space for internationally minded people, including alumni who, years or decades later, still feel the glow of their exchange. And while the core membership of the Rotary Club of Cultural Exchange Enthusiasts (D5960) consists of individuals with ties to North Star Youth Exchange — a joint initiative of districts 5950 and 5960 in Minnesota and Wisconsin — the club is open to the world.

“We formed the club to attract younger Rotex,” as exchange alumni are known, says

Chrysanne Manoles, a club member who lives in Colorado. Annual dues are capped at \$270, and a “friend of the club” category for members of other clubs provides unlimited make-up certificates for \$100. Manoles, who traveled from Minnesota to Brazil on an exchange in the early 1970s, has hosted seven students in her home and served for several years as a North Star multidistrict chair. “It’s like-minded people sharing international stories. We try to learn something global at every meeting.”

Reminiscing is not merely tolerated, it is expected, and members are all ears. “When we hear presentations mentioning a host mom or a host brother, we kind of pause and take it in. We don’t brush it off. We might ask a question: ‘Was she home during the day?’ ‘Did she work?’ ‘What was the house like?’ ‘Did they have a maid?’” The online gatherings sometimes serve as an emotional debriefing for younger attendees. After they return home, “most exchange students, their big complaint is, no one wants to hear my story,” Manoles says. “We are interested in that stuff. We want to better understand what that experience was.”

Guest speakers have included a state district judge, a married couple who met at a reunion for past exchange students, and a former student from Brazil who tearfully reconnected online with her host families. Topics of discussion are not limited to Youth Exchange: Rhianna Gawrys, a frequent visitor to the club, offered suggestions early in the pandemic for setting up a home office with back-friendly ergonomics. Jasmine Dorothy Haefner discussed the financial discipline and time-management skills needed to succeed as an actress in New York City. Glenn Blumhorst, president and CEO of

Vital statistics

▶ **Chartered:** 2 July 2017, as the Rotary E-Club of District 5960

▶ **Refocus and renaming approved:** 24 March 2020

▶ **Current membership:** 12

▶ **Number of members who are Youth Exchange alumni:** 6

▶ **Club members’ exchange countries:** Brazil, Italy, Japan, Mexico, and Sweden

▶ **Learn more:** rotaryclub5960.org

▶ **Attend online:** 4:30 p.m. Wednesdays (Central time)

▶ Learn more about Rotary Youth Exchange at rotary.org/youthexchange.

the National Peace Corps Association and a member of the Rotary Club of Capitol Hill (Washington, D.C.), has also presented.

With cultural exchange as the glue, the club aims to engage and enlighten members and visitors. “Part of what we try to do is educate people about exchanges and how they work,” says Kirk Anderson, the club’s self-described tech guy. Anderson was a member of the e-club that eventually became the Cultural Enthusiasts club. He credits Marlene Gargulak, past governor of District 5960, and the late Don Craighead, “an extreme networker,” for prodding the district to change with the times by starting that initial e-club. Along with sweeping improvements in online meeting technology,



members believe the club's reinvention will prove key to its survival.

"The earlier incarnation originally didn't have a theme," Anderson says. "We focused on trying to get members who were not able to get to regular club meetings or had taken time off from Rotary, or for financial reasons were not able to join a traditional club. We just didn't attract a core group of people who connected well. There was no personal connection."

"We were Rotarians in name, but there was nothing going on," says John Hobday, club president.

A gathering of friends in late 2019 injected new life into the club, says Hobday, recalling a dinner with Manoles and Gregg White, another Youth Exchange alum who spent the 1969-70 academic year in Sweden. "John said, 'You guys, I'm the president of the e-club and it's not going so well,'" Manoles remembers. It didn't take long for

their common interest to emerge as a possible solution. "We said, wouldn't it be cool if there was an e-club for Youth Exchange alumni?" recalls Hobday. Rather than doing all the work of starting a club from scratch, he says, "we filled out a form to change the name — and poof!" Two e-club members dropped out, but the bonds among those who remained were stronger than before.

"The club is enthusiastic about getting together," Anderson says. Although many members have never met in person, "we feel very much connected in the friendship aspect. That's what was hard to overcome with the old e-club. Now with Zoom, it feels like we know one another and we've broken through the trust issues." Members give presentations to share their interests — wanderlust being a common theme — and "some personal struggles they've had," Anderson says. "It's a unique friendship, even though we've never really met."

In his presentation, White struck a theme of "family of origin and families of choice." "I remain close to my Swedish siblings today," he says of his host family.

Hobday's turn as presenter, during an early March meeting, alighted on his time in Oaxaca, Mexico, as a high school student and in Norway as a young professional through Rotary's former Group Study Exchange pro-

gram, as well as on his family's ties to Austria. He spoke of travels with son Andy, now 28, and daughter Amy, 25 — who both participated in Rotary Youth Exchange, in France and Italy, respectively — and with a group of friends who embark on international "mystery trips" complete with a white-knuckle, day-of-flight destination reveal.

The revitalized club helps rekindle the excitement of Youth Exchange and proves that, even many years later, alumni have strong ties to the program and to Rotary. Hobday is still in contact with his two host mothers and other host family members some four decades after his exchange. "You get to know the country and families," he says. "My host sister will send me two memes a week. My high school class from when I went to Mexico in the 1980s has a WhatsApp group chat, and it's constant. A bunch of good mornings, the news of the day, a bunch of good nights. Probably 200 messages a day. You make these connections that last a lifetime." —BRAD WEBBER

Club members and friends (from left): Ann McCarthy, Marlene Gargulak, Karen Asphaug, Olga Brouwer, Elke Schmidt, Kirk Anderson, John Hobday, Gregg White, Chrysanne Manoles, Ann Maslansky-Takahashi, and Lindy Venustus.

"We said, wouldn't it be cool if there was an e-club for Youth Exchange alumni?"

HANDBOOK

Story time

Reading to kids is an art and a science

When Ruth Sparks and her husband first moved to Fort Bragg, California, she started a program that arranged for grandparents to read books to classes in local schools. Some years after that program ended, Sparks started looking for a new way to inspire people to read to children. She joined the Rotary Club of Fort Bragg, which participates in Read Aloud, a national program to encourage at least 15 minutes of reading to young children every day, in nursery schools and at the library. “All children need to be read aloud to,” says Sparks. “They need that extra boost. I love it. The children love it. The parents love it.”

Reading aloud is simple, yet powerful; it has an array of positive effects on children. Some studies have shown it lowers the risk of aggression and hyperactivity, builds neural connections for imagery and narrative, and strengthens the relationship between child and caregiver. Also, the children experience a cognitive and linguistic boost that scientists say can still be detected in their teen years.

“It can be magic,” Sparks says. “Anybody who has read to a child realizes how important it is. It can open the imagination, learning, literacy, and all kinds of things.”

We spoke to Rotarians and veteran readers to get their tips for reading aloud. Find a list of great books for kids on page 36.

— FRANK BURES

ALLOW THE CHILD TO CHOOSE

“Letting kids pick their own books is really important,” says Carolyn Johnson, a member of the Rotary Club of Yarmouth, Maine, and chair of the Basic Education and Literacy Rotary Action Group. “It’s not always what we want, but letting kids have that choice is really, really important.”

KNOW YOUR AUDIENCE

Some reading techniques depend on the ages of the children. “A great trick we have for reading to older children is to share reading,” says Judy Koch, a member of the Rotary Club of Palo Alto/University, California. “The child reads until they call out, ‘Popcorn!’ That signals the adult to read. Often, it’s because a child doesn’t know the word. So instead of stumbling, they can say, ‘Popcorn!’”



TALK ABOUT THE BOOK

Johnson says that reading should be a conversation. “You can ask questions about what’s going to happen next, or why a character did what they did, so that kids are learning to think ahead and interact with the text. That helps them with prediction skills and learning about language. You can even say, ‘Help me turn the page,’ or ‘Where do I start on the page?’ so kids learn the beginning and end points,” she says.

EMBRACE REPETITION

“One thing little children really love is the book that is read to them again and again,” says Kelly Barnhill, a former teacher and author of the Newbery Medal-winning book *The Girl Who Drank the Moon*. “It can be an opportunity to say the lines that the child knows, then stop so they fill in the word. That is delightful for them. It increases their level of enjoyment, and it forces them to pay close attention as a listener because now they’re responsible for the story, too.”

LET YOUR INNER THESPIAN LOOSE

“Stories are so fun out loud, and there is a lot of joy in the performance of it — how the sentence sounds, those dramatic pauses, the way your voice can lift and go quiet,” says Barnhill. Using a unique voice for each character can make a

world of difference. “Make it fun,” says Johnson. “Pay attention to punctuation. Even exaggerate the questions and exclamations a bit, if that’s what you’re comfortable with. But kids know when you’re faking it, so just do what’s natural.”



TAKE YOUR TIME

“For very young children, we don’t have to read the book straight through,” says Koch, who is also the founder of Bring Me a Book, a nonprofit dedicated to promoting literacy for children in under-resourced communities. “Let the child set the pace.”

RESOURCES

- ▶ Learn more about Rotary’s basic education and literacy area of focus at rotary.org/our-causes/supporting-education.
- ▶ The action group has useful suggestions and resources. Find them at litrag.org.

August events

7th

BRING YOUR OWN BIB

Event:

Cambridge Ribfest

Host:

Rotary Club of Cambridge Sunrise, Ontario

What it benefits:

Local charities and projects

What it is:

To ensure everyone can safely enjoy the delicious food at Ribfest, this annual event has been boiled down to a one-day, drive-thru experience. “Ribbers” compete for Best Ribs, Best Chicken, Best Sauce, and People’s Choice trophies.

13th to 14th

HUNT FOR TREASURES

Event:

Eagle River Antique Show and Sale

Host:

Rotary Club of Eagle River, Wisconsin

What it benefits:

Local causes and projects

What it is:

One man’s trash is another’s treasure, so you never know what unique items you may discover at this annual event. It’s the perfect opportunity to find a special gift or a new-to-you piece of furniture for your home.



21st

DON’T YOU FORGET ABOUT ME

Event:

Forget Me Not 5K

Host:

Rotary Club of Florence, South Carolina

What it benefits:

Local Alzheimer’s Association and club’s grant program

What it is:

Starting from the James Allen Plaza in downtown Florence, this family fun run/walk is an exciting race for all ages, with medals for first, second, and third place awarded in 10 age groups, from 7-and-under to 70-plus.

25th

TASTE THE FLAVORS

Event:

Taste of Lakeville

Host:

Rotary Club of Lakeville, Minnesota

What it benefits:

Local projects

What it is:

This community celebration brings together local restaurants, caterers, and fine beverage purveyors for one evening of sampling the culinary delights available around town. The event is normally held in May; this year an auction portion of the event took place then online, with the rest of the event moved to this month.

28th

SWINGING CLUBS FOR A CAUSE

Event:

Clay Ryan Memorial Golf Outing

Host:

Rotary Club of Dearborn Heights, Michigan

What it benefits:

Local projects, including suicide prevention and awareness

What it is:

Suicide awareness is a cause near to the hearts of many members of the Dearborn Heights Rotary Club, including President Patrick Koenig, who lost his grandson Clay to suicide. The event raises money not only through the golfers’ participation fees, but also through the generous donations of corporate sponsors, as well as businesses and individuals who sponsor holes.

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



TRUSTEE CHAIR'S MESSAGE

With more members and support, we'll do more good in the world

In August, we focus on membership — exploring ways we can expand Rotary's ranks and reach. As we form new clubs and answer RI President Shekhar Mehta's call of Each One, Bring One, let's consider how these efforts will have a positive impact at every level of our organization.

Rotary's two greatest assets are its members and The Rotary Foundation, and they are linked. Our organization is made up of more than 48,000 Rotary and Rotaract clubs, and without our dedicated club members, we can't perform service. Our members also carry out the Foundation's mission of doing good in the world, by working on grassroots projects and making contributions that support countless Foundation programs and grants.

With more members in Rotary, the Foundation could do even more good in the world. We would have more hands to set up water, sanitation, and hygiene projects, so that more people could access clean water. We would have more minds to plan global grants projects that support prenatal services, so that more babies could live. We could fund more district grants that support literacy, so that more people could learn to read.

Today, roughly a third of our members actively support the Foundation through

annual giving or other means. Imagine how we could extend Rotary's reach if we were to increase that engagement, even by just a little. More Rotarian contributions would mean additional funding for the Rotary Peace Centers, as well as more matched contributions to help eradicate polio, thanks to our partnership with the Bill & Melinda Gates Foundation.

The Rotary Foundation is a powerful force that efficiently carries out impactful and sustainable projects around the world; Charity Navigator has recognized The Rotary Foundation with a four-star rating annually for 13 consecutive years. All Rotary members can be proud of this. And how great it would be if all Rotarians would support the Foundation in whatever way they could.

I have a simple request this month. Please take 10 minutes during your next club meeting to discuss ways to get more involved in the Foundation this year. It could be planning an online fundraiser to benefit the Foundation or partnering with other clubs for a global grant project.

Whatever you do, remember that our members — all of us — drive Rotary's efforts and sustain our Foundation.

JOHN F. GERM

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.

ROTARY LEADERS

New directors and trustees take office

DIRECTORS

The RI Board of Directors has 19 members: the RI president, the president-elect, and 17 directors, who were nominated by their zones and elected at the Rotary International Convention. The Board manages Rotary International affairs and funds in accordance with the RI Constitution and Bylaws. Nine new directors and the president-elect took office on 1 July.



Jennifer E. Jones
 President-elect 2021-22
 Rotary Club of Windsor-Roseland, Ontario
 Jennifer E. Jones is founder and president of Media Street Productions Inc., an award-winning media company in Windsor. She was chair of the board of governors of the University of Windsor and chair of the Windsor-Essex Regional Chamber of Commerce. She has been recognized for her service with the YMCA Peace Medallion, the Queen's Diamond Jubilee Medal, and Wayne State University's Peacemaker of the Year Award, a first for a Canadian. Jones holds a Doctor of Laws (LL.D.).

As the first woman to be elected president of Rotary International, Jones understands how important it is to follow through on Rotary's Diversity, Equity, and Inclusion Statement. "I believe that diversity, equity, and inclusion ... begins at the top, and for us to realize growth in female membership and members under the age of 40, these demographics need to see their own reflection in leadership," Jones said. "I will champion double-digit growth in both categories while never losing sight of our entire family."

Jones has been a Rotary member since 1997 and has served Rotary as RI vice president, director, training leader, committee chair, moderator, and district governor. She played a lead role in Rotary's rebranding effort by serving as chair of the Strengthening Rotary's Brand Advisory Group. She is the co-chair of the End Polio Now Countdown to History Campaign Committee, which aims to raise \$150 million for polio eradication efforts. She also led the successful #RotaryResponds telethon in 2020, which raised critical funds for COVID-19 relief and was viewed by more than 65,000 people.

Jones has received Rotary International's Service Above Self Award and The Rotary Foundation Citation for Meritorious Service. She and her husband, Nick Krayacich, are members of The Rotary Foundation's Arch Klumph Society, Paul Harris Society, and Bequest Society.



Jessie Harman
 Rotary Club of Wendouree Breakfast, Australia
 Jessie Harman holds a master's degree in business administration and a doctorate in social entrepreneurship. She enjoyed two decades in higher education, beginning as a lecturer in marketing and ending as pro vice-chancellor (international and partnerships) at Federation University Australia, where she managed high-value state and federal government-funded programs and initiatives. She is now a consultant to tertiary education providers in regulatory compliance, quality assurance, and risk management for international education.

Harman first experienced Rotary in 1988 as a participant in Rotary Youth Leadership Awards (RYLA), sponsored by the Rotary Club of Kings Meadows in Tasmania. Since joining Rotary in 1999, she has served in roles that include RI Membership Committee chair and governors-elect training seminar coordinator and trainer. She also served as a member of the 2020 Honolulu Convention Committee; Rotary coordinator for Australia, New Zealand, and the Pacific Islands; training leader and seminar trainer at the International Assembly; and RI president's representative.

Harman says her first role as a Rotary leader left a lasting impression. "My proudest moment was probably taking on the reins of president in my club — my first opportunity to truly experience the positive impact of Rotary on the everyday lives of others."

A resident of Ballarat, Victoria, she has been recognized as one of "Ballarat's 100 most influential women" by Zonta International. She is nonexecutive director on several boards in the education, arts, and community sectors locally and throughout Australia. A long-distance walker, Harman trekked nearly 500 miles (800 km) across rural Spain on the Camino Francés.

Harman and her husband, Andrew, who is also a Rotarian, support The Rotary Foundation as Major Donors and Bequest Society members.



Won-Pyo Kim
 Rotary Club of Gyeongju South, Korea
 Won-Pyo Kim is a dentist at the Gyeongju Yeonhap Dental Clinic. He has served as president of dental associations in both his city and in North Gyeongsang Province. While president of the latter, he helped publish a 60-year history of the association.

Since 2010, he has provided free dental care to those in need at least once a week in Gyeongju City, after installing dental facilities at his own expense at a health center there. Every year for Oral Health Day, he provides free dentures to the elderly and gives hygiene lectures to residents. He has been active in other health care projects, such as one he led that brought 24 children with heart disease from Mongolia to a hospital in Incheon, Korea, for surgery and treatment.

Kim joined Rotary in 1991. He has served as a Rotary coordinator, training leader, and regional Rotary Foundation coordinator, as well as assistant RRFC. He has also served as a governors-elect training seminar training leader and director of the Korean Rotary Governors Association. In 1994, he helped form a sister club relationship between his club and the Rotary Club of Usa Hachiman, Japan. That relationship continues with annual visits and joint service projects. Kim also founded the Interact Club at Silla Technical High School and supports it in service activities with his club.

He has been recognized by Gyeongju's mayor and North Gyeongsang Province's governor with multiple awards and has received two awards from Korea's minister of health and human services.

Kim has received The Rotary Foundation's Citation for Meritorious Service and Distinguished Service Award. He and his spouse, Young-Sook Kim, support the Foundation as members of the Paul Harris Society and the Arch Klumph Society.



Urs Klemm

Rotary Club of Aarau, Switzerland

Urs Klemm studied business engineering and food chemistry and has a doctorate in physical chemistry. He built up the environmental protection division of a Swiss engineering company, where he worked on national and international projects, including environmental planning for a railway system in Basel, construction of the longest railroad tunnel through the Alps, and improving the water supply in the county of Békés, Hungary.

Klemm was responsible for food safety in Switzerland as a vice director of the Swiss Federal Office of Public Health from 1996 to 2007, when he retired. As head of the Swiss delegation of the Codex Alimentarius Commission — an initiative of the Food and Agriculture Organization of the United Nations and the World Health Organization that promotes international food safety — Klemm led a project that defined a standard for bottled water. As the commission’s European coordinator, he carried out projects promoting food hygiene in Central Asia and Africa.

Since joining Rotary in 1994, Klemm has served as a Council on Legislation representative, assistant regional Rotary Foundation coordinator, and endowment/major gifts adviser. As district governor, he implemented a district project to create 10 youth camp sites. He also co-founded the Swiss Rotary Foundation, which generates more than \$1 million in annual donations, and the Rotarian Peace Projects Incubator, a joint program of Rotarians, Rotaractors, and Rotary Peace Fellows that aims to identify and activate peace projects. Klemm launched activities of several Rotary Action Groups in Switzerland and still supports them. A member of two Rotary Fellowships (skiing and sailing), Klemm leads hikes for the Swiss Alpine Club, plays piano, and studies literature.

He and his wife, Hélène, who is also a Rotarian, support The Rotary Foundation as Major Donors and members of the Bequest Society.



Mahesh Kotbagi

Rotary Club of Pune Sports City, India

Mahesh Kotbagi is a doctor and a third-generation medical practitioner in his family, following his father and grandfather, Mahatma Gandhi’s physician, whose example helped guide him to “amalgamate professional life with social service from an early age,” says Kotbagi. His daughter also practices medicine.

After earning his degree in gynecology from Pune University, Kotbagi dedicated himself to the principle of low-cost health care. He planned and constructed a 10-bed hospital that grew into large, multispecialty hospitals. Kotbagi pursued his interest in hospital planning and administration, creating a consulting firm. He also served as a visiting professor, faculty member, and trustee at his alma mater. He set up the Chinmayi Charitable Trust to support low-cost health care services and promote education for rural children, and he helped establish the Association of Hospitals in Pune.

Since joining Rotary in 1995 as a founding member of his club, Kotbagi has served as a training leader, RI president’s representative, adviser to Rotary institutes and presidential summits, and chair of a literacy summit. He has served as chair of the governors-elect and governors-nominee training seminar at the zone level, and in numerous district roles. Kotbagi has led more than 100 service projects through Rotary, including those that target women’s literacy and economic development, polio corrective surgeries, and rural eye surgery camps. He has also been active in Rotary’s youth programs.

Kotbagi enjoys biking, car rallies, flying, and yachting. He has visited 50 countries as a backpacker. He has received the RI Service Above Self Award, The Rotary Foundation Citation for Meritorious Service, and a PolioPlus appreciation award.

Kotbagi and his wife, Amita, who is also a doctor and a Rotarian, support The Rotary Foundation as Major Donors and Benefactors.



Vicki Puliz

Rotary Club of Sparks, Nevada

Vicki Puliz earned a bachelor’s degree in marketing and a master’s in business administration from the University of Utah before becoming a partner in a commercial electrical contracting business in Nevada in 1984. She helped manage and expand the business until it merged with a publicly traded entity in 2003 and she retired.

When Puliz joined Rotary in 1992, she was the first woman in her club. She has served Rotary in many capacities, including as an RI training leader and Rotary public image coordinator. A proponent of leadership development, Puliz has been active in leading several presidents-elect and governors-elect training seminars. “I see Rotary as a leadership organization that provides community service,” she says.

Puliz is also interested in developing youth leadership. She has co-chaired Rotary Youth Leadership Awards (RYLA) events in her district, facilitated RYLA events in Benin, and co-created a district youth leadership program based on RYLA concepts.

When she witnessed 119 RYLA participants supporting one person who was struggling, it expanded her vision of the power of Rotary. She encourages all Rotary members to identify these moments. “If each individual Rotarian could know and tap into that purpose — to know why they’re in Rotary — and to share it, it would be so powerful for our organization,” she says.

Puliz and her husband, Tim, who is also a Rotarian, live in Reno, Nevada. They enjoy kayaking and other outdoor sports in the Sierra Nevada Mountains. Both are members of the International Fellowship of Flying Rotarians. They support The Rotary Foundation as Major Donors and as members of the Paul Harris Society, the Bequest Society, and the District 5190 PolioPlus Society.



Nicki Scott

Rotary Club of The North Cotswolds, England

Born in Gosport, England, Nicki Scott began her career with KPMG before becoming an entrepreneur and owning a business focused on brand promotion for companies including Nestlé, Procter & Gamble, and Rolls-Royce. Combining that with her experience in corporate finance, strategic planning, and change management, Scott went on to mentor and coach CEOs and business owners for Vistage Worldwide. In March 2021, she joined The Trusted Executive Foundation as a partner.

Scott, who lived abroad from 1993 to 2018, joined Rotary in 2000 while in Illinois. After serving as governor of District 6450, she took on roles as Rotary coordinator, Rotary institute chair, and training leader. She also served twice as a trainer at the International Assembly and was a member of the RI Strategic Planning Committee. Upon her return to England, she joined the Leadership, Development, and Training Committee for Rotary in Great Britain and Ireland and will serve as RIBI’s leader in 2021-23 while also serving as an RI director.

Scott’s passions are strategy, leadership coaching, and motivational speaking, which she hopes to use in Rotary to nurture the next generation of leaders. She also enjoys musical theater, walking, and painting.

Scott considers herself a global citizen whose purpose is to use her full potential to make a difference and inspire others to do so. She sees significant worth in serving with Rotary members in a multicultural environment. By “working together and uniting in action above perceived personal differences,” Scott says, “there is no doubt we can achieve greater impact and create real sustainable change to benefit all concerned.”

Scott has received the RI Service Above Self Award and supports The Rotary Foundation as a Major Donor and a member of her district Paul Harris Society and the Bequest Society.



Julio César A. Silva-Santisteban
 Rotary Club of El Rímac, Peru
 Julio César A. Silva-Santisteban graduated from the Pontificia Universidad Católica del Perú with degrees in law and political science before earning postgraduate degrees in civil law from the Universidad de Lima and in international and community law from the Universidad de la República de Uruguay. He has taught constitutional law at the Universidad de Lima and been an adviser to the constitution committee of the Peruvian Senate. As an expert in public international law, he handled several prominent cases for the Inter-American Court of Human Rights. As an entrepreneur, Silva-Santisteban has been a shareholder, director, and manager of several companies in the industrial and construction fields.

Silva-Santisteban joined Rotary in 1987. He has been a board member of *El Rotario Peruano*, an official Rotary regional magazine, since 1999, and was its director/editor. He has served on RI committees and as a Rotary public image coordinator, intercountry committee coordinator, training leader, and RI president's representative.

He is a founding member of the first board of trustees that promoted the recovery and enhancement of the Rímac Historic Center of Lima as a UNESCO World Heritage Site. In addition, he has been a member of several civic organizations, including the Instituto Sanmartiniano del Perú, Huaura branch, and the Legion of Cavalry of Peru. He also worked to help designate 23 February as a national day to recognize Rotary's work.

His honors include a Civic Medal of Law from the Bar Association of Lima and a recognition by the Honduran government for his work providing humanitarian aid after a 2001 earthquake.

Silva-Santisteban has received The Rotary Foundation's Citation for Meritorious Service. He and his wife, Sara, support the Foundation as Major Donors and Benefactors. He and several family members are also members of the Paul Harris Society.



Elizabeth Usovicz
 Rotary Club of Kansas City-Plaza, Missouri
 Elizabeth Usovicz is principal of WhiteSpace Consulting, which focuses on business coaching, business development strategy, and market insights. She previously held leadership positions at Deloitte, Kellogg's of Mexico, and two venture capital-funded startup companies. Formerly associate director of international programs at Bentley University and an adjunct professor at the John F. Kennedy School of Government at Harvard University, she currently is a volunteer mentor and adviser to startup company founders through MIT's Growth Mentoring Services program.

Usovicz joined Rotary in 1997. She served as a Rotary public image coordinator, as a facilitator for multiyear district planning for zones 30 and 31, on the training team for governors-elect training seminars, and as a curriculum chair of the Heart of America Rotary Leadership Institute.

Her 20-year passion in Rotary is supporting orphans and at-risk children in Malawi. She has written 10 Rotary Foundation grants to help Malawi's children and led a vocational training team that worked with local primary school teachers on a program that encourages children, especially girls, to stay in school. Other grant projects have focused on a malaria bed net initiative in the southern region of Lake Malawi. "We helped reduce the mortality rate of children under 5 by 80 percent in that region," Usovicz says. "When we collaborate like that in Rotary, we become lifesavers."

Usovicz has received The Rotary Foundation's Citation for Meritorious Service and has twice received the U.S. President's Volunteer Service Award. In 2014, Usovicz was recognized at the White House as a Rotary Women of Action honoree.

Usovicz appreciates history and her Lithuanian heritage. She and her husband, Dean Mathewson, are both Major Donors and Bequest Society members.



Ananthanarayanan S. "Venky" Venkatesh
 Rotary Club of Chennai Mambalam, India
 Ananthanarayanan S. "Venky" Venkatesh graduated with an engineering degree from the Indian Institute of Technology Madras and earned his master's degree in business administration at the Indian Institute of Management Ahmedabad. He entered the civil construction business at age 23 and currently heads a construction firm with more than 1,400 employees. He has been a member of the Builders' Association of India since 1998.

Venkatesh has served RI in roles that include International Assembly training leader, Rotary coordinator, and lead trainer of Rotary coordinators at the Regional Leaders Training Institute for three years. He represented his district at the 2016 Council on Legislation and has also served as a president's representative, both in India and overseas.

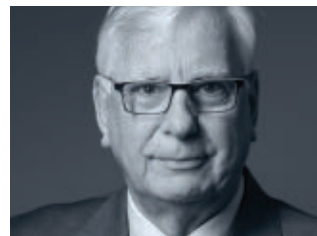
A frequent speaker at presidents-elect training seminars and district assemblies throughout India, Venkatesh has attended more than 10 Rotary International conventions and was chair of the South Asian reception event at the conventions in Montreal and Seoul.

Venkatesh has a keen interest in literacy projects and has served as joint secretary and national executive committee member for the Rotary India Literacy Mission, which supports teacher training, e-learning, and literacy for children and adults in nearly 3,000 schools throughout India. Venkatesh has also been active as director of the Rotary Action Group for Family Health and AIDS Prevention and the Rotary Action Group for Community Economic Development. He is an avid bridge player and traveler.

Venkatesh and his wife, Vinita, are Major Donors to The Rotary Foundation, and many of his family members are Paul Harris Fellows.

TRUSTEES

The Trustees of The Rotary Foundation manage the business of the Foundation, the charitable arm of Rotary that funds service activities. The RI president-elect nominates the trustees, who are elected by the RI Board to four-year terms. The trustee chair-elect and three new trustees took office on 1 July. Two new trustees, Marcelo Demétrio Haick and Dean Rohrs, took office midway through the 2020-21 Rotary year.



Ian H.S. Riseley
 Trustee chair-elect, 2021-22
 Rotary Club of Sandringham, Australia

While RI president in 2017-18, Ian H.S. Riseley challenged every Rotary club to plant one tree per member as a way to increase Rotarian involvement in environmental issues. He estimates that at least three times that many were planted, likely more than 3 million trees. "I was really thrilled at the way in which the Rotary world embraced my request," he says. "Everywhere we went, they were planting trees."

Riseley is a chartered accountant and principal of Ian Riseley and Co., a firm he established in 1976. His honors include the AusAID Peacebuilder Award from the Australian government in recognition of his work in Timor-Leste, the Medal of the Order of Australia for services to the Australian community, the Rotary Foundation Distinguished Service Award, and the Service Award for a Polio-Free World.

Riseley and his wife, Juliet, a past district governor, are Rotary Foundation Major Donors and Bequest Society members. They live on 17 acres in Moorooduc, where they practice their personal philosophy of sustainable and organic living.



Marcelo Demétrio Haick
Rotary Club of Santos-Praia,
Brazil

Marcelo Demétrio Haick is president of Sologic South America, a division of a global company that provides root cause analysis methods, technology, and expertise to help companies reduce risk and solve problems. Haick performs investigations and manages the company's training and consulting services throughout South America.

He graduated from Santos Medical College in 1982 with a focus in occupational medicine. His professional background includes environmental, health, and safety management systems; strategic planning; and ergonomics consulting.

A Rotarian since 1991, Haick has served in many roles, including End Polio Now coordinator, PolioPlus national advocacy adviser, and vice chair of the Cadre of Technical Advisers. He has also served as district governor, a committee member, and a training leader.

He and his wife, Maria Silvia, are Benefactors of The Rotary Foundation and Major Donors.



Larry A. Lunsford
Rotary Club of Kansas City-
Plaza, Missouri

Larry A. Lunsford, a certified public accountant, is senior vice president and chief financial officer of Bernstein-Rein Advertising Inc. A recipient of bachelor's and master's degrees in accounting from Truman State University, he has served his alma mater on its National Alumni Association Board and its Foundation Board. He also served as treasurer of the Epilepsy Foundation for the Heart of America.

His passion for Rotary and his invitation into the family of Rotary began during his college years, when in 1982, he was selected as a Rotary Foundation Ambassadorial Scholar to Australia. Lunsford joined Rotary in 1991. He served RI as director and as aide to RI President Mark Daniel Maloney. In addition, he has served as RI president's representative, Rotary institute chair, Rotary public image coordinator, Rotary Foundation alumni coordinator, regional Rotary Foundation coordinator, training leader, International Assembly seminar trainer, RI committee chair and member, and chair of the Rotary Peace Centers Committee of The Rotary Foundation.

Lunsford and his wife, Jill, are Major Donors, Benefactors, and Bequest Society members. He is a charter member of the District 6040 Paul Harris Society. He has been awarded The Rotary Foundation Citation for Meritorious Service and the RI Service Above Self Award.



Mark Daniel Maloney
Rotary Club of Decatur,
Alabama

Mark Daniel Maloney is a principal in the law firm of Blackburn, Maloney, and Schuppert LLC, with a focus on taxation, estate planning, and agricultural law. He represents large farming operations in the southeastern and midwestern United States and has chaired the American Bar Association's Committee on Agriculture in the Section of Taxation. He is a member of the American Bar Association, Alabama State Bar Association, and the Alabama Law Institute, and is a past president of the Morgan County Bar Association.

He has been active in Decatur's religious community, chairing his church's finance council and a local Catholic school board. He has also served as president of the Community Foundation of Greater Decatur, chair of Morgan County Meals on Wheels, and director of the

United Way of Morgan County and the Decatur-Morgan County Chamber of Commerce.

Maloney served as RI president in 2019-20, when he presided over the first virtual Rotary Convention, which was organized during the COVID-19 pandemic, and emphasized strategies to grow Rotary. A Rotarian since 1980, he has also served as an RI director, Foundation trustee and vice chair, and aide to 2003-04 RI President Jonathan Majjiyagbe. He also has participated in the Council on Legislation as chair, vice chair, parliamentarian, and trainer. He was an adviser to the 2004 Osaka Convention Committee, chaired the 2014 Sydney Convention Committee, and chaired RI's Operations Review Committee for four terms. Prior to serving as a district governor, Maloney led a Group Study Exchange to Nigeria.

He also served as Future Vision Committee vice chair; Foundation training institute moderator; Foundation Permanent Fund national adviser; member and vice chair of the Peace Centers Committee; member of the International PolioPlus Committee; and adviser to the Foundation's Water, Sanitation, and Hygiene in Schools Target Challenge Committee.

Maloney's wife, Gay, is an attorney in the same law firm and a member and past president of the Rotary Club of Decatur Daybreak, Alabama. Both support The Rotary Foundation as Paul Harris Fellows, Major Donors, and Bequest Society members.



Akira Miki
Rotary Club of Himeji, Japan
Akira Miki, a dentist with his own practice, dedicated himself to disaster recovery projects after the January 1995 Hanshin-Awaji earthquake, one of the worst earthquakes to hit Japan in the 20th century. Miki worked on building a children's home and supported children who needed emotional care.

Miki worked on building a children's home and supported children who needed emotional care.

Miki joined Rotary in 1999. He served on the RI Board of

Directors from 2018 to 2020. Previously, his leadership roles included serving as RI president's representative, training leader, governors-elect trainer, committee member, assistant Rotary coordinator, Council on Legislation representative, and sergeant-at-arms for international conventions and assemblies. He is director of the RI Japan Youth Exchange Committee.

Miki is a former Interactor and a recipient of The Rotary Foundation's Citation for Meritorious Service. He and his wife, Chiharu, are Benefactors and Major Donors to The Rotary Foundation.



Dean Rohrs
Rotary Club of Langley Central,
British Columbia

Dean Rohrs is an owner and administrator at Rhide Technologies Inc., which supplies soil stabilization products used in road construction. Earlier in her career, she was a nurse on Christiaan Barnard's heart transplant team in Cape Town, South Africa.

From 1959 to 1990, she was active in the Red Cross in South Africa. She served on the board of the West End Seniors' Network in British Columbia and is currently on the board of a girls' school in Malawi.

Rohrs has been a Rotarian since 1989 and has served RI as vice president, director, Rotary coordinator, regional Rotary Foundation coordinator, and district governor. She is a Rotary Foundation Benefactor, Major Donor, and Bequest Society member.

She and her husband, Reinhold, are Paul Harris Fellows.

IN BRIEF

Youth Exchange alumni honored

A group of former Rotary Youth Exchange students in District 3054 (India) was selected in April as the winner of the 2020-21 Rotary Alumni Association of the Year Award. The award, which was established in 2011, honors an alumni association that displays heightened awareness of the role that alumni play in Rotary and demonstrates the significant impact of Rotary's programs. The 35-member Rotary District 3054 Rotex Alumni Association (Rotex 3054) was recognized in part for its ability to adapt to the challenges of the COVID-19 pandemic.

As COVID-19 cases spread throughout India in April 2020, Rotex 3054 members organized a fundraiser for frontline workers in their district, which covers parts of the Indian states of Gujarat and Rajasthan. By tapping into their networks of Rotarians and friends, they managed to collect \$5,150 within two weeks. Combined with a \$2,000 district grant, the funds allowed the association to purchase 1,100 PPE (personal protective equipment) kits and masks,

which members distributed to hospitals, health centers, police, and public health authorities. The group also purchased 100 grocery kits for low-income workers whose livelihoods were affected by the nationwide lockdown.

Rotex 3054 was formed in 2018 by Rotary Youth Exchange alumni in District 3054. Members coordinate the orientation of outbound exchange students in the district and host inbound students in a short-term exchange program that they help facilitate. They also serve as ambassadors for Rotary Youth Exchange at district events and club meetings as well as at schools.

Since its inception, the alumni association has led a number of community-service projects. In 2019, members celebrated Christmas with children in a cancer



▲ Rotex 3054 members helped fight COVID-19 in northwestern India by providing protective items to frontline workers.

hospital, distributing blankets and providing games and entertainment. As the COVID-19 crisis worsened in India earlier this year, the association launched a crowdfunding campaign to provide oxygen concentrators to those who needed oxygen at home. Other service activities have included clothing drives, a tree planting, and an art competition for children at a school near Ahmedabad.

The association collaborates with Rotary and Rotaract clubs in the district and is advised by Bhanu Gupta, a member of the Rotary Club of Ahmedabad West. Members meet for skill-sharing sessions, bike rides, and weekend brunches.

Rotary alumni associations are organizations of people who have participated in any of Rotary's programs, including Rotary Peace Fellows, Ambassadorial Scholars, Group Study Exchange participants, Interactors, Rotaractors, and others. Associations may include alumni from various Rotary programs or be exclusive to alumni from one program, and most are organized within a Rotary district. Rotex 3054 is one of 37 Rotex (Rotary Youth Exchange) alumni associations found throughout the world.

— JOHN M. CUNNINGHAM

Do you know of an outstanding alumni association? Nominations for the 2021-22 Alumni Association of the Year Award are due 15 September. Learn more at rotary.org/awards.

IN MEMORIAM

With deep regret, we report the deaths of **Robert A. Cerwin**, Shelby, North Carolina, who served RI as vice president in 1986-87, director in 1985-86, and district governor in 1978-79; and **Yoshikazu Minamisono**, Hofu, Japan, who served RI as director in 2004-06 and district governor in 1997-98.

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

David F. Figgins
Pittsburgh, 1979-80

Ernest H. Mainland
E-Club of the Southwest, Arizona, 1985-86

Ahmed Hayat
Tanger, Morocco, 1987-88

Chike I. Nwizu
Enugu City Center, Nigeria, 1988-89

Benson U.C. Aghazu
Nnewi Central, Nigeria, 1994-95

Richard E. Ritchie
Forked River, New Jersey, 1995-96

Mitsugi Sakusabe
Honjo, Japan, 1997-98 and 2003-04

Timothy C. Nwankwo
Enugu, Nigeria, 1999-2000

Tetsuo Tanaka
Iwatsuki East, Japan, 2000-01

Stephan Van Huffelen
Antwerpen Minerva, Belgium, 2000-01

Hajime Sawara
Kitakata, Japan, 2001-02

Yutaka Masuda
Chiba Chuo, Japan, 2003-04

Kosei Taguchi
Futatsui, Japan, 2004-05

Richard Neal Bollinger
Montgomery Sunrise, Alabama, 2007-08

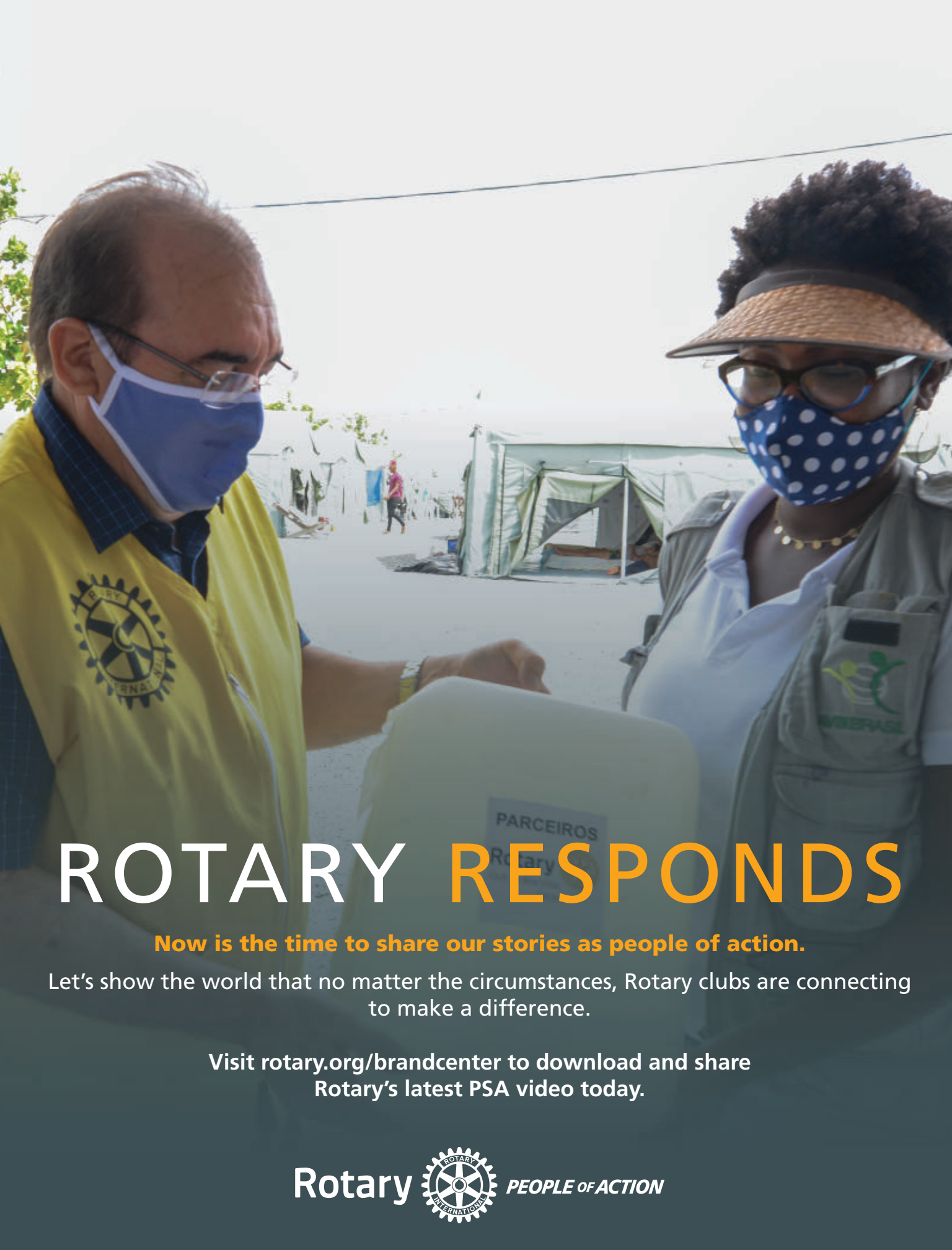
Ryusetsu Esaki
Komaki, Japan, 2007-08

Elizabeth Thomas
Riverside, South Africa, 2009-10

John P. Heise
Holley, New York, 2011-12

Harry Hedman
Munkkiniemi-Munksnäs, Finland, 2012-13

Samuel J. Amico Jr.
West Seneca, New York, 2014-15



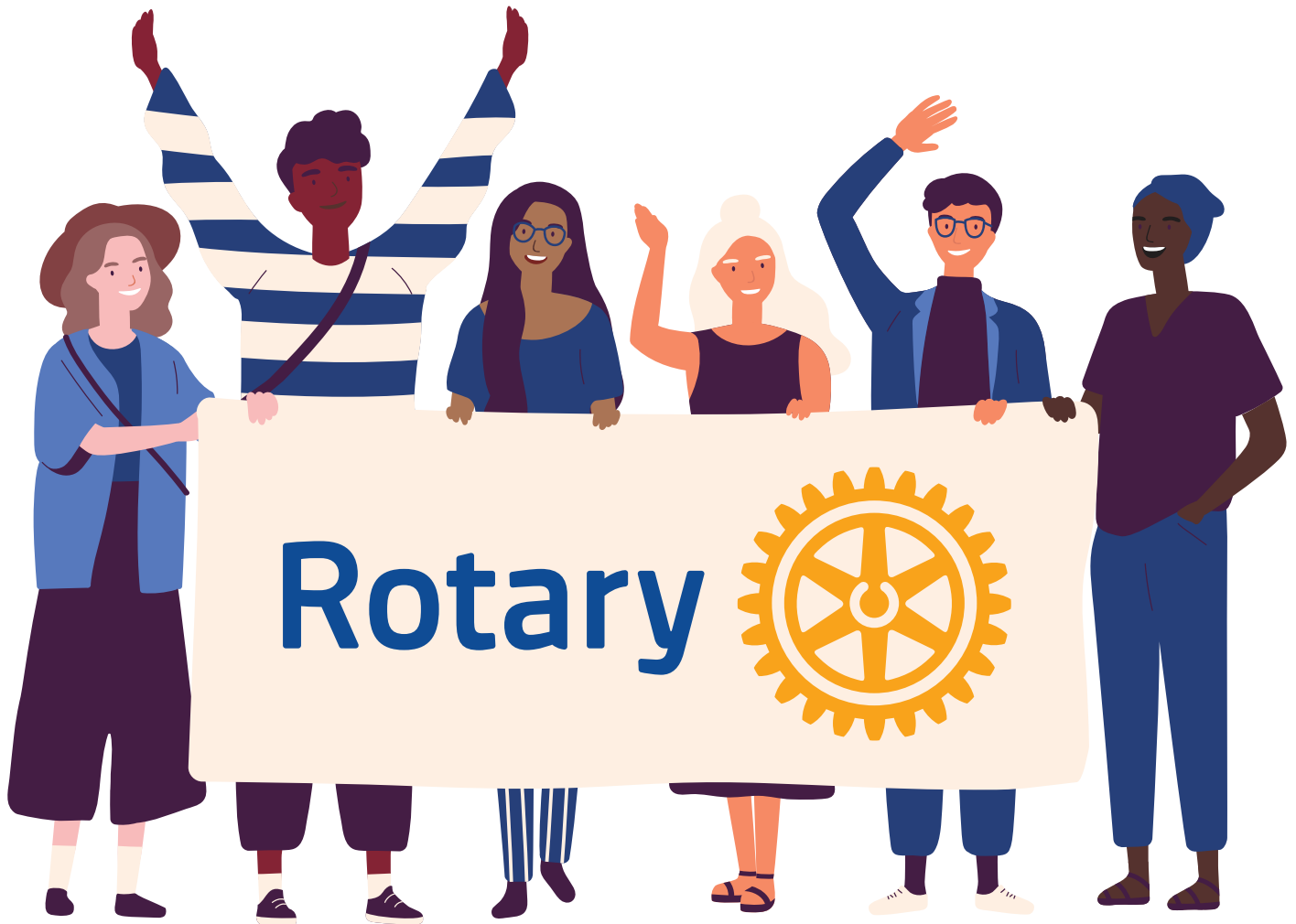
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HOUSTON CONVENTION

Star power



Since the 1960s, Houston has been home to mission control for the United States human space program and its astronaut training program. When you are in town for the Rotary International Convention, 4-8 June, you can learn more about that history as well as the science of outer space at Space Center Houston, which houses educational programs and a museum.

Among the spacecraft you'll find in the Starship Gallery are: Faith 7, the final Mercury capsule in which Gordon Cooper orbited the earth for

34 hours in 1963; Gemini V, in which Cooper and Pete Conrad spent eight days in space in 1965 as part of NASA's research for a trip to the moon; and the command module from Apollo 17, the last Apollo mission to the moon. You can also see the largest publicly displayed collection of moon rocks in the world.

The Astronaut Gallery features space suits, from 1960s pressure suits to a prototype designed for long stays on the moon — or even Mars. In Independence Plaza, you can explore a replica space shuttle

that is mounted on an airplane that transported shuttles from landing sites to the Kennedy Space Center in Florida.

There's a gallery dedicated to the International Space Station, the largest structure built in space, where astronauts continue to do scientific research and prepare for the next phase of space explo-

ration. You'll learn about the challenges of visiting the red planet in the Mission Mars exhibit.

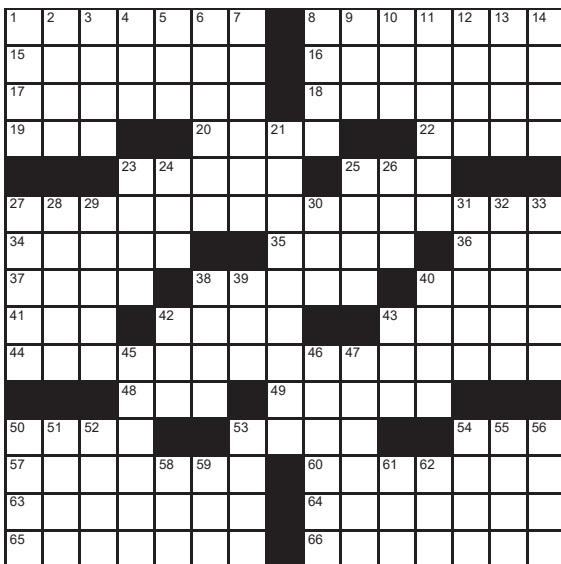
And the NASA Tram Tour is a must, taking visitors to the astronaut training facilities and, of course, Mission Control. Visit spacecenter.org/visitor-information for more information.

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

CROSSWORD

Light force

By Victor Fleming
Rotary Club of Little Rock, Arkansas



ACROSS

- 1 Generosity
- 8 Like pre-1917 Russia
- 15 Headstone inscription
- 16 Salad dressing ingredient
- 17 1960s communications satellite
- 18 Start of a maxim often attributed to Francis of Assisi
- 19 St. Paul-to-Memphis dir.
- 20 Way to travel
- 22 Day care kid
- 23 Heap praise upon
- 25 ___ into (started to eat)
- 27 Part 2 of the maxim
- 34 Coastline crawlers
- 35 Ages and then some
- 36 "Bali ___" (South Pacific song)
- 37 They grow from acorns
- 38 Woody Woodpecker creator Walter
- 40 Long sandwiches, for short
- 41 Three less two
- 42 Cat's contentment indicator
- 43 Austrian money
- 44 Part 3 of the maxim
- 48 USNA grad
- 49 Minor role
- 50 Pt. of PGA
- 53 Architect Saarinen
- 54 "Trip" inducer
- 57 End of the maxim

- 60 "The soul of wit," it is said
- 63 1994 futuristic Van Damme flick
- 64 Illinois city with a club that normally meets at the Uptown Grill
- 65 Allen, "the Answer," of the NBA
- 66 Qualified voter

DOWN

- 1 "Oh, why not!"
- 2 Friends of Tarzan
- 3 Agitate
- 4 Some Mustangs
- 5 What many do at Rotary club meetings
- 6 Tennessee town with a club that normally meets at the First United Methodist Church
- 7 Fleshy edible fungus, casually
- 8 Commercial break
- 9 Bro's sib
- 10 "Little Plastic Castle" performer DiFranco
- 11 Provide a home under lease
- 12 Pop of pop
- 13 20th-century virologist
- 14 Apple source
- 21 Klingons or Vulcans
- 23 Abates
- 24 Crosses (out)
- 25 Mercedes ___
- 26 Connections with clout
- 27 "Amscray!"
- 28 Heavenly prefix?
- 29 In one's natural state
- 30 Toper
- 31 *Star Trek* character played by Nichelle Nichols
- 32 Central African nation with clubs in Libreville
- 33 Kind of fit
- 38 Disposable diapers brand
- 39 "How ___ things?"
- 40 Sport in which opponents meet in a dohyo
- 42 ___ cushion
- 43 Artist's asset
- 45 Deliver
- 46 Croon
- 47 Ethically indifferent
- 50 Sparkling wine town
- 51 Baddie's blade
- 52 "Ditto!"
- 53 Ainer of NBA games
- 54 Airy melody
- 55 1944 battle site
- 56 One who colors her roots
- 58 Mil. training program
- 59 *Face/Off* director John
- 61 Ending for legal
- 62 Hoover product, for short

Solution on **page 10**



School's out

On the fly with a member of Rotary's fishing fellowship

Stephen Kirk
 Rotary Club of
 Concord,
 Massachusetts
 Director, Interna-
 tional Fellowship of
 Fishing Rotarians

HOT ROD: The rod with the golden reel is a fly rod. It's a 10-weight rod, which is used for bigger fish — salmon, smaller tarpon, things that are likely to be over 10 to 15 pounds. The orange fly is a squid fly. I was catching striped bass on it this week. When we were fishing near my home on Cape Cod yesterday, striped bass were chasing live squid and eating them. The squid were jumping out of the water to escape. If you float one of those flies in fast moving water, with its big eye on it, it looks like a squid.

TUNA IN: The big yellow, pink, and blue squid is for catching tuna. If you're trolling, it's common to use something called a spreader bar, which has at least a half a dozen of those lures on it, plus one with a hook trailing behind. It looks like a school of fish. The tuna will come up from behind and get the one with the hook.

HOLY MACKEREL: To the right of the book, the green flies with black stripes are made to look like mackerel. One is made from a feather; the other is synthetic.

What kind of rod, reel, line, and fly you use depends on what kind of fish you're trying to catch and what attracts them. Some people will bring a net to check what kind of insects are in the water that day; then they use a fly to match.

OLD SCHOOL: The lures in the wooden box are antique freshwater lures. The one at the top left looks like a frog, and to the right of that is a Jitterbug. The gold ones at the bottom are called spinners, which are used for things like trout.

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