

# President Frank's E-Express

APRIL 2001 ISSUE



## Message from President Frank

### Create Awareness and Take Action to enhance Rotary's public image

Only recently have Rotarians started to realize the critical importance of public relations in conveying the Rotary story. In the past, Rotarians were often hesitant to be recognized for their volunteer work. Today, we realize the many benefits of publicizing this great organization, so that the public learns more about our humanitarian efforts around the world.

Promoting Rotary serves three important objectives: it gains support for Rotary club projects; it attracts prospective members; and it inspires Rotarians and non-Rotarians alike to achieve higher levels of service.

Unfortunately, many Rotary clubs do not take advantage of the numerous public relations tools available to them. This leads to a number of "missed opportunities" for bringing in new members, retaining current members and gaining volunteer support for Rotary projects.

This year, I appointed an RI Task Force to focus on public relations and enhancing Rotary's image. Its goal is to develop at least five major activities in each district that raise public awareness of the mission and humanitarian work of Rotary. While we recognize that public relations efforts may vary according to the country and culture, we hope that Rotarians will make a special commitment to communicate the story of Rotary. I encourage Rotarians to visit RI's Web site (<http://www.rotary.org>), which provides valuable guidance, background information and press releases through its public relations section and Press Center. Rotary clubs are also setting up their own Web sites, which are an excellent way to promote club projects, meeting times and special events.

You can also promote Rotary at the local level by organizing window displays, preparing billboards, placing public service announcements (available from RI), distributing club brochures and sponsoring "Rotary supplements" in your local newspaper.

Another public relations opportunity – often overlooked by clubs – is the weekly meeting. To attract media and potential members, you can invite speakers who are prominent business leaders, local personalities and experts on topics of general interest. Youth Exchange students, Ambassadorial Scholars and Group Study Exchange members also help to enhance Rotary's public image.

I also recommend that you maintain a database of media relations contacts – and use them. In many clubs, there may be a Rotarian who is a member of the media or manager of a local newspaper, radio or television station who may be able to place some of our public service announcements at "no cost to Rotary." One Rotarian in my club, Nicolas Satres, is a top executive for one of Mexico City's leading daily newspapers. He not only placed a Rotary public service announcement in his newspaper, but also arranged for it to be published in 60 other community newspapers that were part of the same chain. We used his expertise and connections to communicate the good work of Rotary.

I am proud of how far Rotary has come over the years. Our efforts have been recently publicized in *The Washington Post* (polio immunization), Voice of America (story on Rotary's 10th anniversary in Russia) and CNN (the Miracle League, a Rotary-sponsored baseball league for children with disabilities). Rotary also enters a float in the annual Tournament of Roses Parade held in Pasadena, California, USA, which is watched worldwide by millions of people on television.

We need to be proactive in promoting Rotary and its mission. In 1905, founder Paul Harris shared his vision of Rotary with three men. Today, thanks to advanced communication technologies, we can share his vision with millions around the globe. We need to reach out to the public, to the community and to potential members so that they understand the true spirit and meaning of Rotary.

Together, let's Create Awareness and Take Action to publicize this great humanitarian organization. When people see the Rotary gear wheel emblem, they should instantly recognize it as a symbol of humanitarian service, international goodwill – and hope.

A handwritten signature in black ink that reads "Frank J. Devlyn".

Frank J. Devlyn  
RI President, 2000-01





## Presidential conference celebrates Rotary's successes in Asia, world

It was a weekend of plenary sessions, workshop discussions, and Rotarian fellowship for more than 600 Rotarians from 18 countries who gathered in Manila, Philippines, on 6-8 April for the Asian-Pacific Presidential Conference.

"We're looking at what the power of Rotary can do," said RI President Frank J. Devlyn on the conference's opening day at the historic Manila Hotel. "We're here because we have a lot to learn, and so much that we can exchange with each other."

Based on the theme "Youth and Service Opportunities," the conference was also a celebration of polio eradication in the Philippines, the site of the first polio immunization initiative in the form of a pilot project more than two decades ago. "Thanks to the tremendous financial support and volunteer efforts by Rotarians and the Philippine government, the [project] was a huge success and eventually expanded to the rest of the world," said President Frank.

Regional Director Shigeru Omi of the World Health Organization's Western Pacific Region presented President Frank with a plaque that officially recognizes the polio-free status of the Philippines.

The RI president invoked the power of the Internet as the means for Rotarians to communicate and find out about the latest news in the world of Rotary. In this technological vein, the Asian-Pacific Conference marked a historic first, with a computerized teleconference linking Rotarians in Manila with those in Hong Kong, who were attending their district (3450) conference.

Throughout the conference, Rotary leaders focused on issues of special importance to the Asia-Pacific region, among them, recruiting quality younger Rotarians; building Rotary's image through advocacy and public relations; creating opportunities for the girl-child; and supporting entrepreneurship among disadvan-



Some of those who attended the conference gala dinner and dance: (from left) Past RI Director Rafael Hechanova; RI Director Ken Collins; Past RI Director Sam Greene; Philippines Vice President Teofisto T. Guingona, Jr. (guest of honor); RI Director Gary Huang; RI Director O.P. Vaish; and RI President Frank.

tagged people through micro-credit financing.

Past RI Director William P. Cadwallader spoke about Rotary's role in population and development. "As leaders in their communities, Rotarians can organize Rotary Community Corps to promote healthcare and education of young girls, so that mothers and children can lead better lives," he said.

Philippine Vice President Teofisto T. Guingona, Jr., who was the guest of honor at Saturday's gala dinner and ball, talked about Rotary and the history of the 7,000-island archipelago. "I am inspired by the theme of this Rotary conference: youth and opportunities for service," he said. President Frank subsequently made Guingona an honorary Rotarian with the approval of the Philippine district governors.

There were numerous club and district projects on display during the weekend at a project fair, as well as a video presentation of notable 3-H Grant projects in the Philippines, including a vitamin A-supplement campaign, implemented in conjunction with the government.

RI Director Kenneth Collins, The Rotary Foundation representative to the conference, spoke about the Foundation's vital role in accomplishing Rotary's work. "We need more money for the Foundation to make the world the place we want it to be," he said. By giving to the Foundation, Collins told Rotarians, "you become a shareholder in the greatest business in the world – the business of helping people."



Groups of Rotarians participating in simultaneous workshop discussions at the Asia-Pacific Presidential Conference.

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## Brasilia Population and Development Conference draws 800 participants



President Frank (third from right), Gloria Rita (second from left) and Rotarians visiting a Rotary-sponsored vocational training center in Sao Paulo, Brazil.

Brasilia, Brazil, was the location for the third and final of this year's Population and Development Conferences, held on 15-17 March. Dedicated to the memory of the late RI Past President Paulo V.C. Costa, the conference was well attended, drawing more than 800 participants from 26 nations, many of them Latin Americans.

Echoing the RI theme, RI President Frank J. Devlyn urged participants to create awareness about population and sustainable development and take action to solve the world's population issues. One of the conference's speakers, Sethuramiah Rao, a representative of the United Nations Population Fund (UNFPA), spoke on the direct correlation between population and food, literacy and housing.

In breakout sessions, the conference discussed topics such as the societal challenges faced by women, education, urban and domestic violence, HIV/AIDS, child-spacing issues, the role of the media in creating awareness, and revolving loan funds for women entrepreneurs. Participants also discussed RI and Foundation programs that support Rotary's work in population and development as well as the role of volunteers, project guidelines, and community organizing tactics.

In his address to the conference, RI Director Hipólito Ferreira said that Rotarians must go "step-by-step" to tackle the complex issues related to population and development. Past District Governor Buck Lindsay (D-6910), the North American area coordinator of the Population and Development Task Force said that the topic was new to many of the Rotarians in attendance. "The population issue must be digested slowly, thought about, and understood," he said "Then it can be carefully assimilated into the value systems already in place in [the conference participant's] culture."



President Frank promoting the San Antonio 2001 RI Convention at the Brasilia Population and Development Conference.

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## New deadline for Presidential Citation is 15 May

The deadline for district governors to submit certification forms for the 2000-01 Presidential Citations has been extended to 15 May.

Designed to encourage Rotary clubs to Create Awareness and Take Action about their service activities, the 2000-01 Presidential Citation program involves completing three activities in each of three areas: "In Your Club," "In Your Community," and "In Our World."

The Presidential Citation program is a way of recognizing a Rotary club's commitment to progress while at the same time encouraging Rotarians' personal involvement in serving others and promoting a high standard of Rotary service in the community. The citation comes in the form of a certificate.

To earn the 2000-01 Presidential Citation, your club must complete the nine required activities by 13 April 2001. Your district

governor must sign and return the certification form to RI's World Headquarters by the new deadline (15 May).

If half or more of the clubs within a district qualify for the citation, the governor will receive a special recognition from President Frank.

Certification forms and more details about the 2000-01 Presidential Citation can be downloaded from the Rotary Web site at <http://www.rotary.org> by clicking on the download link at the top of the homepage.

District governors who receive certification forms from clubs within their district should certify the activities that each club has accomplished by signing the forms. The signed forms should be sent by mail to the Recognition Section (PD230), Rotary International, One Rotary Center, 1560 Sherman Avenue, Evanston, IL 60201 USA or by fax: 847-328-8554.



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## RI president praises Rotarians, task forces for energizing Rotary

Speaking at an annual conference of the Large Eastern Clubs Association, an umbrella group of 25 Rotary clubs in the Eastern United States and Canada, RI President Frank J. Devlyn praised the enthusiastic response of Rotarians across the world to his call for a membership drive this Rotary year.

“The task forces have done a wonderful job in creating awareness and taking action this year,” said President Frank to the 45 incoming Rotary club presidents and executive directors who attended the 29 March event in Madison, Wisconsin, USA. “I am proud and happy to report to you that Rotary is stronger and more optimistic about the future because of their leadership and hard work.”

Leaders of the association, whose membership comprises mostly Rotary clubs with more than 300 Rotarians, participated in the annual gathering to learn and share Rotary ideas as they plan for the new Rotary year. Subjects covered include membership development, membership retention, new member orientation ideas, attendance issues, communication tools, and public relations.

Since its founding in 1959, the association has held an annual conference, rotating among the cities represented. According to Pat Jenkins, the executive director of the Rotary Club of Madison, which hosted the 2001 conference, this is the first time in recent years that an RI president has attended the event.



President Frank (third from left) with members of the Rotary Club of Madison, a large Eastern U.S. club: (from left) President-elect Tom Popp, Executive Director Patricia Jenkins, and President Roth Judd.

“Experiencing this rare opportunity and hearing first-hand about the activities of Rotary International has further energized this group of Rotarians who are leaders of their clubs and eager to serve Rotary,” she said. “President Frank personally greeted each attendee and took the time to answer individual questions.”

More than 100 Rotarians from District 6250 shared the project ideas and activities of their Rotary clubs with President Frank at a pre-conference reception. District Governor Mary Beth Growney Selene, who attended the reception and a dinner organized as part of the day’s event, said that the Rotarians in her district valued the rare opportunity of meeting with the RI president.

“We had a very nice dinner,” she said. “President Frank’s presentation addressed the concerns or questions Rotarians had brought up to him during the reception portion of the evening.”

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## Deadline extended for ordering San Antonio host and RI events tickets



To give Rotarians and others who registered for the 24-27 June 2001 RI Convention in San Antonio, Texas, by 31 March an opportunity to purchase tickets for host- and RI-ticketed events, the deadline for submitting ticket order forms has been extended to 30 April.

Please remember that RI- and host-event tickets are only available to confirmed convention attendees. Those who order these tickets by the extended deadline stand the best chance of securing a place at the popular host events that will feature the following fun-filled attractions:

The Fiesta Golf Tournament and Clinic on 23 June will be conducted by 1981 British Open champion Bill Rogers, who also is a past Ryder Cup winner and PGA Tour Player of the Year. The clinic is in the morning and will be followed by a US\$10,000 Hole-in-One contest to benefit the Hunger Plus project. The \$125 ticket includes green fees, cart, practice balls, and tournament gifts.

Also on 23 June, the Night in Old San Antonio will feature a delicious dinner with famous South Texas, Mexican, French, German, English, Asian, and Spanish cuisine. In addition, attendees will hear entertainment at La Villita, an 18th century replica of San Antonio, along the banks of the San Antonio River. A ticket is \$60; children under 12 pay half price and those under 6 may attend free.

Taking place on 24 June, The Flower the Tower of the Americas provides the first 2,500 Rotarians to sign up the opportunity of a lifetime to bestow on San Antonio a gift of flowers which will commemorate the RI convention for years to come. Registration at \$10 per ticket comes with the offer of a commemorative T-shirt.

The 26 June Texas Ranch Party and Rodeo is the ideal opportunity for convention participants to visit a real Hill Country Texas ranch and rodeo with live action by cowboys, armadillo races, a Texas barbecue, and dinner. Also, this open-skies night event will offer attendees a chance to rope their own calves. A ticket is \$60; children under 12 will pay half price and those under age 6 will attend at no cost.

To obtain more information about these events and/or download ticket order forms, go to the Host Organizing Committee Web site at <http://www.ri2001.org/> or the download center of the Rotary Web site at <http://www.rotary.org>.

Lastly, while the final pre-registration deadline for the convention has passed, it is not too late to plan to go to the San Antonio convention. On-site registration will be convenient and efficient at the convention center. So, download the registration form from the Rotary Web site’s download center, fill it out, and take it to San Antonio.

## President Frank meets with French Rotarians, CEOs and a prince



At the headquarters of the Rotarian Association of School Libraries: (from right) Gloria Rita Devlyn, President Frank, RI Director Norbert Turco District Governor Oscar Chapotar (D-1520) and Rotarians and spouses.

During an official visit to France on 22-27 March, RI President Frank J. Devlyn met with Rotary leaders in RI Zone 11 (France, Andorra and Monaco) and addressed some 700 Rotarians, Rotaractors and guests at a joint conference of districts 1660 and 1770 near Paris.

While he expressed confidence that Rotary is being invigorated by the drive for new members, the RI president challenged the Rotarians who attended the 23-24 March conference to be more proactive in their clubs. “If your club is typical, about 30 percent of your members are doing most of the work,” he said. “Consider the impact you could make if you converted the other 70 percent into more dedicated Rotarians – committed Rotarians.”

Co-hosted by governors Bernard Dervaux (D-1660) and Alain Dubreuil (D-1770), the conference featured a display of district and club projects such as Matching Grants projects to construct low-cost shelters in Honduras after Hurricane Mitch and job and career forums for high school students, as well as reports on PolioPlus (by Past District Governor Patrice Waller, an RI representative to UNESCO) and Rotaract activities (by Cyril Noirtin, Zone 11 Rotaract representative).

Conference speakers included Patrick Braouezec, mayor of the city of Saint Denis (venue of the conference); Professor Arnold Munnich, director of the renowned pediatric genetics department at Necker Hospital toured by President Frank Devlyn; Professor Xavier Emmanuelli, president of SAMU SOCIAL, a national paramedics network which is supported by French Rotarians; and Professor Jean-Louis Sanchez, head of a national commission charged with decentralizing community services.

At the invitation of district governors Serge Gouteyron (D-1670) and Oscar Chapotard (D-1520), President Frank Devlyn attended the 25 March Zone 11 Inter-Country Committees (ICC) meeting

in Lille. While in Lille, the RI president visited the Association Rotarienne des Bibliothèques Scolaires (Rotarian Association of School Libraries), a project sponsored by the Rotary Club of Roubaix Sud since 1965 to help families cut expenditure on education by renting textbooks to students at an affordable fee.

During a 26 March trip to Monaco and Nice, President Frank paid a courtesy call on Prince Rainier of Monaco, and met with the CEOs of French corporations to encourage their support for an ongoing campaign to raise private sector contributions towards the global polio eradication initiative.

RI Director Norbert Turco, who was instrumental in coordinating the RI president’s visit, said that French Rotarians are happy that President Frank met with them and experienced firsthand the social impact of the efforts of their clubs and districts.



French Rotaract leaders Cyril Noirtin and Marie-Clémantine Dervaux flanking President Frank during a Rotaract presentation at the conference of districts 1660 and 1770.

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# World 99 percent polio-free, eradication partners say



The eradication of polio is 99 percent complete, according to figures released on 3 April by the Global Polio Eradication Initiative spearheaded by RI, the World Health Organization (WHO), the United Nations Children's Fund (UNICEF), and the U.S.

Centers for Disease Control and Prevention (CDC).

The four partners hailed the major progress, which keeps the campaign on track for a world certified polio-free by 2005, but warned that the biggest challenges of the eradication program – accessing all children, closing a US\$400 million funding gap, and maintaining political commitment in the face of a disappearing disease – lie ahead.

According to the release, in 2000, there were fewer than 3500 cases of polio reported worldwide, a 99 percent decrease from the 350,000 annual cases estimated in 1988 when the initiative was launched. In just 12 months the number of polio cases was more than halved, from 7141 in 1999. The polio virus now circulates in only 20 countries, down from 30 in 1999 and 125 in 1988. These are mainly in South Asia and sub-Saharan Africa.

Last year, a record 550 million children under age 5 were immunized during intensified National Immunization Days (NIDs) in 82 countries. This included India, where 152 million children were vaccinated in three days, and a synchronized effort across West and Central Africa, which immunized 76 million children in 17 countries.

“Victory over the polio virus is within sight,” said WHO Director General Dr. Gro Harlem Brundtland. “We must now close in on the remaining strongholds of the disease and use all possible resources to extinguish polio.”

“The key now is urgently accessing and vaccinating the children we haven't been able to reach because of war, isolation and lack of infrastructure,” said UNICEF Executive Director Carol Bellamy. “It's essential that warring parties and international mediators give priority to cease-fires that allow us to get polio vaccine to these children.”

However, in order to stop transmission of the polio virus in all countries, \$1 billion in additional funding is urgently required to ensure delivery of more than six billion doses of oral polio vaccine to 600 million children around the world by 2005. Of this, there is a \$400 million funding gap. To help meet this funding challenge, The Rotary Foundation and the United Nations Foundation are collaborating to secure funds from the private sector, philanthropists and foundations.

“This money must be found – there is no option here,” said RI President Frank J. Devlyn. “We have worked extremely hard to come this far. Polio eradication will benefit all children, for all time. We owe it to this and future generations to raise these funds and finish the job. I call on all potential donors to invest in the eradication of this crippling disease.”

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## Visit Online Learning Center on RI president's Web site

The RI Technology Task Force has created an Online Learning Center, aimed at equipping Rotarians with the resources and tools required to help spread the word about the great service and fellowship opportunities offered by Rotary to current and prospective members.

“We've entered the 21st Century, and it is only fitting that all Rotarians seize this great opportunity to learn about their association and to inform potential Rotarians using the content the task forces have developed for our Online Learning Center,” said President Frank. “This is the first time in Rotary's history that we are putting such powerful resources in the hands of Rotarians worldwide via the Internet!”

The center features general Rotary information, courses on The Rotary Foundation, the 2000-01 RI Task Forces, and specific courses for Rotarians with leadership responsibilities at the club, district and international level. Designed to be viewed on a computer and/or downloaded for presentation at club meetings and other Rotary events, all courses are currently available only in English. However, several volunteer Rotarians are in the process of translating these courses into the official languages of Rotary and these multilingual versions will be posted on the Web as soon as they are ready. Visitors to President Frank's Web site at <http://www.frankdevlyn.org> can access the Online Learning Center via a link on the homepage.

The RI president also wishes to draw the attention of Rotarians with Internet access to other educative and interactive content on his Web site that include:

Action Updates that feature all “Devlyn Action Team Updates” as well as other communications from President Frank in downloadable format (PDF and Word versions) in five RI languages (English, French, Italian, Portuguese and Spanish). Currently, there is a special edition update on the Council on Legislation which takes place on 22-27 April in Chicago.

Online platforms that enable Rotarians to share their memorable experiences as Rotarians and to tell outstanding non-Rotarians why they should consider becoming Rotarians.

A Discussion Forum for district governors to communicate online amongst themselves and with President Frank.

The Avoidable Blindness Pool Honor Roll of Districts that recognizes districts which commit US\$10,000 or more of their DDF to avoidable blindness projects. The roll updated as individual district commitments are made.

The 21st Century Membership Challenge progress report with details of deadlines and other important information regarding President Frank's call to bring new members into Rotary.



# PRE-PUBLICATION SALE

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All orders will be shipped the last week of June 2001

The **“Frank Talk”** book will be available to the general public for the first time At the R.I. Convention in San Antonio for the **NORMAL RETAIL PRICE OF \$12.95 US**

Currently Available in English Only

# Newsline

## PRESIDENT'S SCHEDULE

President Frank J. Devlyn began the month in Buffalo, New York, USA, for a Fellowship Dinner hosted by District 7090 on 2 April. He then flew to Manila, Philippines, to convene the Asia-Pacific Presidential Conference on 6-8 April.

On 10 April, President Devlyn was in San Francisco for the Worldwide Rotary Day Celebration. He traveled to Canada on 17 April to attend the Third Summit of the Americas, in Quebec City, Quebec, Canada, before flying to Bournemouth, England for the RIBI Conference on 18-21 April. The president will be in Chicago on 22 April for the 2001 Council on Legislation, and will end the month in Mexico, in observance of the 80th anniversary of the Rotary Club of Mexico City on 24 April.



## NEW FOUNDATION TRUSTEES ANNOUNCED

President-Elect Richard D. King has appointed three new Rotary Foundation Trustees. Immediate Past RI President Carlo Ravizza of the Rotary Club of Milano Sud-Ovest, Italy, is trustee-designate; and Past RI Directors Kalyan Banerjee of the Rotary Club of Vapi, Gujarat, India, and Theodore D. Griley II of the Rotary Club of Newark, Ohio, USA, are incoming trustees. Their terms will run from 1 July 2001 to 30 June 2005.

## EUROPEAN PRESIDENTIAL CONFERENCE IS IN MAY

Remember that 11-13 May is the date for the European Presidential Conference in Vienna, Austria.

Taking place at the hotel Inter-continental Wien, the event will focus on such important topics as human rights in the context of cultural identity and social integration, employment opportunities, literacy, ethnic diversity within Rotary and addressing community concerns through resources available through RI and the Rotary Foundation.



Complete information about the conference is available on the RI Web site at <http://www.rotary.org> or by contacting RI Registration Services at 847-866-3495; fax: 847-866-3064 or e-mail: [rireg@rotaryintl.org](mailto:rireg@rotaryintl.org).

## HAPPY BIRTHDAY, PAUL!



April is when we celebrate the birthday of Rotary's founder, Paul Harris, who was born 19 April 1868 in Racine, Wisconsin, USA. This is always an opportune time to help bestow Paul Harris Fellow recognition on a worthy individual by making a contribution to The Rotary Foundation of RI. It's the perfect way to honor the man who started it all.



**President Frank's Electronic Express is a monthly newsletter containing updates on the work of 2000-01 RI President Frank J. Devlyn. Each month, the news-letter will keep Rotarians abreast of President Frank's travels and schedule as well as any important messages the president wishes to communicate. President Frank's Electronic Express is available for download in Portable Document Format from President Frank's Web site at <http://www.frankdevlyn.org>**