

President Frank's E-Express

JANUARY 2001 ISSUE



Message from President Frank

PolioPlus: We will remain committed to the end

Launched in 1985, the PolioPlus Program remains the highest priority of Rotary International and The Rotary Foundation. We have achieved so many successes, which makes me especially proud to be a Rotarian. By the year 2005, Rotary's contributions to the global polio eradication effort will be approximately a half billion dollars. Just as important, millions of dollars of "in-kind" and personal contributions have been made by Rotarians, local Rotary clubs and districts. Rotarians have also been instrumental in recruiting thousands of volunteers at the local level to publicize the effort, deliver vaccine and provide support at clinics - even in the most remote areas.

Our partners in the eradication effort - the World Health Organization, UNICEF, the U.S. Centers for Disease Control and Prevention and national governments around the world - have been most impressed by the commitment and level of support shown by Rotarians. This effort has paved the way for other public/private partnerships for years to come. In fact, the unprecedented partnership formed to eradicate polio was recognized by UN Secretary-General Kofi Annan as a model for addressing other health issues in the 21st century.

However, the media does not always properly recognize Rotary for its efforts, and we are working hard to correct this oversight. One reason is that health reporters traditionally do not think of organizations like Rotary when covering health news. They usually lead with the most obvious partner - the World Health Organization, and then may delete references to Rotary if there is limited space. However, Rotary staff who are media relations specialists are working aggressively to educate the media and assist them in learning more about the PolioPlus effort. Our partner agencies are also working with us to place stories and invite reporters to cover National Immunization Days and provide up-to-date information.

Rotary has recently had success in being prominently featured in a number of national and international media outlets including: *The Washington Post*, *The Boston Globe*, *The Toronto Globe and Mail*, *Asahi Shimbun*, Associated Press Newswire, Radio France International, Agence France Presse, The Voice of America, Chinese News Service, Gannett News Service, CNN, MSNBC, NBC, and many other national and local news outlets around the world.

January is Rotary Awareness Month, an ideal time to promote the message of PolioPlus through your local media. Public relations materials are available to help guide Rotarians in their efforts, which can range from placing a story in your local newspaper to producing a cable television program on PolioPlus. (Please see the Public Relations section of the *RI Catalog*.) As leaders of high standing in the business community, Rotarians have key contacts and a wide range of resources to increase public awareness of the PolioPlus program.

The story of PolioPlus is dramatic: Thanks to the effort of Rotary and its partners, more than two billion children have been immunized against polio during National Immunization Days in the last five years - including 147 million children in a single day in India. The number of polio-endemic countries has dropped from 125 in 1985 to only 30 at the beginning of this year. Rotary's unprecedented role in mobilizing ordinary citizens to help with this effort has resulted in 10 million volunteers coming on board each year. While it is impossible to quantify the value of their work, PolioPlus has proven that volunteers play a critical role in public health initiatives.

Soon, we will be celebrating the death of a disease that has plagued humanity for centuries. Rotarians can take pride in this historic accomplishment - only the second time in history that a disease has been eradicated. (Smallpox was the first.)

Even if the media does not always recognize Rotary's contributions, we can rejoice in knowing that we have made the difference. Our satisfaction comes not from seeing Rotary's name in the headlines, but from knowing that the world's children are healthy and happy. Together, let's CREATE AWARENESS AND TAKE ACTION. Rotary is - and will remain - committed to seeing this humanitarian effort through to the end.

A handwritten signature in black ink, appearing to read "Frank J. Devlyn".

Frank J. Devlyn
President, RI



Japanese, U.S. Rotarians participate in India NID

Seventy Rotary volunteers from the United States and Japan traveled to New Delhi, India, the week of 15 January to prepare for a National Immunization Day (NID) campaign which launches India's final push against polio.

On 21 January 2001, the volunteers from Philadelphia (Pennsylvania), Bakersfield and Riverside (California), USA, and Aomori, Japan, will join Rotarians in India to assist with the delivery and administering of the polio vaccine to more than 150 million children throughout the country in a single day. The NID will be followed by a door-to-door "mop up" campaign, with volunteers moving from house-to-house to ensure that no child has been missed.

RI President Frank J. Devlyn praised the Rotarians' efforts, saying; "This volunteer spirit is what enables Rotary to move toward its goal of polio eradication. Many thanks to the dedication of Rotary volunteers worldwide."

For 20 years, Rotary volunteers have donated their time, personal resources and expertise to the polio eradication effort. During NIDs, they have used innovative social mobilization strategies and publicity techniques to appeal to parents cut off from the mainstream by conflict, geography or poverty to get their children vaccinated.

A year ago, more than 100,000 Rotary members and their families joined the Indian government in immunizing more than 140 million children in one day, signaling the largest public health event ever in the world. By the end of 2000, India reported less than 200 cases of confirmed polio for the year.

Rotary's polio eradication efforts have received a lot of praise from state and union government officials in India. Writing to Hermant Ahuja, co-chairman of the National PolioPlus Committee of India, the country's health secretary and the Delhi national capital territory health minister separately expressed the government's gratitude for the key role Rotarians continue to play in ridding India of the scourge of polio.

"Through its large countrywide network of clubs and dedicated volunteer force of Rotarians, Rotary has not only been supportive but very imaginative in the implementation of the various Polio Pulse Immunization strategies chalked out by the Core Group, of which Rotary, through you, has been an integral part," said India's Health Secretary A.R. Nanda in his letter.

Significant progress is being made within India and across the world. According to the World Health Organization, the number of polio cases has plunged 95 percent in the last 10 years. To date, Rotary has contributed US\$402 million to the Global Polio Eradication Initiative. By the year 2005, Rotary will have committed nearly US\$500 million.

Officials appointed for 2001 Council on Legislation

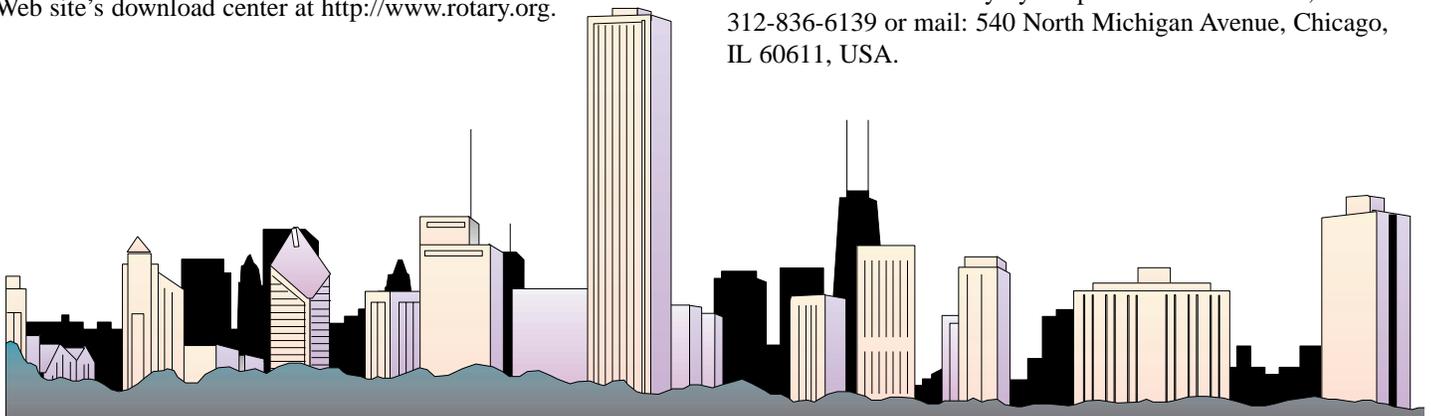
RI President Frank J. Devlyn has appointed Past RI President Cliff Dochterman to serve as chairman of the 2001 Council on Legislation scheduled to convene on 22 April at the Chicago Marriott Downtown Hotel in Chicago, Illinois, USA.

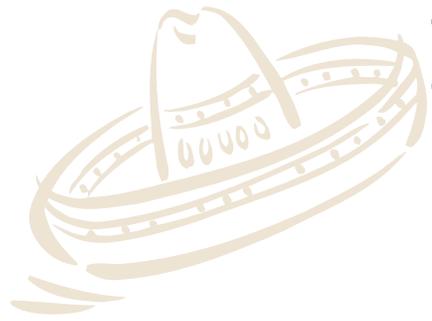
President Frank also appointed Past RI President Bill Huntley and Foundation Trustee John Kenny to serve as vice-chairman and parliamentarian of the council respectively.

Relevant materials, including the book of proposed legislation, the list of district representatives to the council, a general information sheet, travel and registration forms, and the *Manual of Procedure* (035-EN), are available in .pdf format on the Rotary Web site's download center at <http://www.rotary.org>.

The registration and housing form for members and official participants and their spouses and that for observers are available on the Rotary Web site's download center. Completed copies of the registration and housing form for members and official participants and their spouses must be faxed to RI Registration at 847-866-3064 by 31 January 2001. The deadline for faxing the registration form for observers to Registration Services is 28 February 2001.

For further information, contact RI Registration Services by fax or e-mail: rireg@rotaryintl.org. To arrange for their accommodations, observers should contact the Chicago Marriott Downtown Hotel directly by telephone: 312-836-0100; fax: 312-836-6139 or mail: 540 North Michigan Avenue, Chicago, IL 60611, USA.





Music stars, banquet and dance slated for 2001 RI Convention

Rotarians who plan to attend the RI 2001 Convention in San Antonio, Texas, USA, in June can look forward to exciting entertainment and other fun-filled events at the international meeting. U.S. music stars Glen Campbell and Vikki Carr are among the artistes slated to perform at this year's convention, and plans for a sumptuous banquet and dance gala are almost complete.

The Los Angeles-based Campbell, a Grammy Award-winning veteran of country music, will be the opening act at the convention. Carr, a legend in the Spanish- and English-language music world, will appear in the finale with the Fiesta Symphony Orchestra, conducted by the world-renowned Turkish maestro Güler Aykal, surrounded by children from around the world.

In addition, RI President Frank J. Devlyn and Past RI President Cliff Dochterman join the 2000-01 Rotary Recreational and Vocational Fellowships Task Force in inviting all the members of each fellowship and the 2000-01 task forces to celebrate Rotarian friendship and the accomplishments of all 2000-01 task force teams with a banquet and ball at the Gonzalez Convention Center on 24 June 2001.

The event will follow the opening ceremonies and will feature a Western-style banquet and dancing to big band sounds, as well as exhibition ballroom dancing and special musical performances. There will be plenty of opportunities for Rotarian couples to show off their grace and talents on the dance floor.

The Rotarians' International Fellowship of Ballroom Dancing, who are the event organizers, will be selling tickets to the banquet and ball as soon as the arrangements for this evening of food, fun and fellowship are finalized. More details will be announced on the Rotary International Recreational and Vocational Fellowships Task Force Web site at <http://www.frankdevlyn.org/fellowships/celebration.htm>.

For additional information, contact Richard Schurtz by telephone: 703-821-8570 (business)/703-356-4521 (residence); fax: 703-556-9891 or e-mail: sir-richard@stratford.edu.



Eight envoys in Malaysia become honorary Rotarians

Eight high-ranking diplomats accredited to Malaysia were inducted as honorary Rotarians at a five-generation Inter-city Rotary meeting at the Park Plaza International Hotel, Kuala Lumpur, Malaysia, on 4 November 2000.

Witnessed by 240 Rotarians and spouses from the Rotary clubs of Kuala Lumpur Di-Raja, Pudu, Kajang, Ampang, Metro Kuala Lumpur, Cheras, Kuala Lumpur North, Bernam Valley and Bukit Bintang, the event was presided over by guest of honor Governor R.T. Arasu of District 3300. Past District Governor Paul C. K. Lee, the Zone 6 Diplomatic Relations Task Force coordinator, also attended.

The honorary Rotarian envoys and their respective clubs are: Thai Ambassador Suchitra Hiranprueck of the Rotary Club of Pudu; Singapore High Commissioner Kasavapany of the Rotary Club of Kajang; Namibian High Commissioner Ndeutapo W. Amagulu of the Rotary Club of Ampang; Philippines Ambassador Jose S. Billantes of the Rotary Club of Metro Kuala Lumpur; Australian High Commissioner Peter Varghese of the Rotary Club of Kuala Lumpur North; Fijian High Commissioner Adi Samanunu Talakuli Cakabau of the Rotary Club of Bukit Bintang; Belgian Trade Commissioner Jean Pierre Manigard of the Rotary Club of Bernam Valley; and Indian High Commissioner Veenasikry of the Rotary Club of Kuala Lumpur



Rotary leaders and the diplomats who were inducted as honorary Rotarians at the five-generation inter-city Rotary meeting where RM3,500 (about US\$921) was raised for avoidable blindness projects.

Rotary float wins trophy at Tournament of Roses Parade

Rotary was one of 23 organizations whose floats won awards at the 112th Tournament of Roses Parade on 1 January in Pasadena, California. For more than 20 years, U.S. Rotary clubs have entered a float in the parade as a major public relations project.

This year, RI President Frank J. Devlyn was among the thousands of Pasadena residents and visitors who attended the parade featuring some 105 colorful floats.

Depicting the theme “Recognizing Tomorrow’s Leaders,” the Rotary float won the volunteers’ trophy for best floral design of the parade theme “Fabric of America.” Ten recent RYLarians rode on the float to celebrate the Rotary Youth Leadership Awards (RYLA), an intensive, all-expenses-paid leadership training program for promising young leaders throughout the world. Twenty-sixth in line at the parade, the Rotary float, a 35-foot long, 18-foot wide and 24-foot high deck, depicted Tom Sawyer and Huck Finn, two characters in *The Adventures of Tom Sawyer*; Mark Twain’s world-famous novel, on a raft.

“We were given excellent promotion by television commentators as our float appeared before the cameras,” said Steve Garrett, chairman of the Rotary Float Committee. “They talked about our history, our RYLA program, and that we have more than 1.2 million members in 163 countries. A brief message about Rotary was seen on television by 400 million people in the world.”



President Frank surrounded by the RYLarians who rode on the Rotary float during the Tournament of the Roses Parade on New Year’s Day.



Steve Garrett, chairman of the Rotary float committee, and President Frank standing by the fully decorated float.



Gloria Rita Devlyn placing the last flower on the Rotary float as President Frank and RI Director Sam Greene, and wife, Caki, stand by.

Speaking on 29 December to Rotary volunteers who were decorating the Rotary float, President Devlyn pointed out that the float was a terrific way to show the world that Rotary's finest contributions to the fabric of America, as well as other nations, is the commitment of its members to forming young leaders.

"The Pasadena Tournament of Roses provides an excellent opportunity to convey to the world who we are, and why we do what we do in our service to humanity," said President Devlyn. "Creating awareness will reap benefits only if as individual Rotarians we take action."

This year, hundreds of RYLarians, Rotaractors, Interactors and Youth Exchange students joined thousands of Rotarian volunteers across the United States, who for decades have paid their way to Pasadena to decorate the float.

While in Pasadena, President Devlyn attended a three-hour summit meeting of the presidents of RI, Optimists, Lions and Kiwanis on 30 December, 2000. The four leaders discussed issues of mutual concern to their organizations such as membership development and strategies for community service in the 21st Century.



President Devlyn attends all-star football fundraiser in Florida

For the third year running, the state of Florida's top collegiate football players (Team Florida) took on the rest of the country's top players (Team USA) at the Gridiron Classic game in the Florida Citrus Bowl stadium on 13 January.

Team Florida beat Team USA 10-0 in the highly defensive game, watched by a stadium crowd of more than 20,000. There were electrifying moments in the play when Team USA charged for the Team Florida goal line only to be intercepted. In the 1999 inaugural Classic, Team Florida defeated Team USA 17-9, but Team USA evened the score with Team Florida 21-14 in the 2000 Classic.

RI President Frank J. Devlyn and Rotary Foundation Trustee Chairman Herb Brown attended the all-star Classic, co-sponsored by Florida Rotary clubs as a fundraiser project. On the night before the football game, the two Rotary leaders attended the Classic Foundation Dinner at the Sheraton Orlando North Hotel.

Conceived more than three years ago by Ted Ruta, the current president of the Rotary Club of Titusville, the Gridiron Classic game has raised more than US\$900,000 for worthy causes. The Buoniconti Fund (which is the fund-raising arm of the Miami Project to Cure Paralysis), The Rotary Foundation, projects of the Florida Rotary clubs and the Florida Citrus Sports charities have shared the proceeds from the game, using a revenue-sharing formula.

"The Rotary clubs of Florida continue to play a central role in the organization of this game," said Bruce Wolters, president-elect of the Titusville Rotary club. "Through it, we can raise funds for Rotary projects and also promote the image of Rotary."

In addition to promoting the game throughout the state and selling tickets, Florida Rotary clubs have eight seats on the Rotary Gridiron Classic Board of Trustees.

This year, more than 60 million television viewers watched the game live on ESPN 2, while some 50 Pacific West Radio affiliate stations broadcast the all-star Classic across the United States.

Designated by the National Football League Players Association as its official all-star game, the Gridiron Classic game is played under NFL rules and staffed by former NFL coaches. The all-star Classic has served as a showcase and a springboard for future NFL stars, and more than 150 players from the previous two games have either been drafted or signed as free agents by NFL clubs.

Lindy Infante, former head coach of the Indianapolis Colts and Green Bay Packers, has been coach for Team Florida since the game's inception in 1999, and Buddy Ryan, former head coach and general manager of the Arizona Cardinals, coached Team USA for the second year.

President's schedule

President Devlyn plans to attend the U.S. Presidential Inauguration in Washington, D.C., on 20 January before flying to Cape Town, South Africa, for a Rotary Institute on 24-25 January and the African Presidential Conference on 26-28 January.

CALLING ALL PROJECTS

Make a New Year's resolution to select an outstanding humanitarian service project to showcase at the Projects Exhibition during the 2001 RI Convention, set for 24-27 June in San Antonio, Texas, USA.

Each exhibit must represent either an ongoing humanitarian service project, or one that was carried out during the 2000-01 Rotary year, by a Rotary or Rotaract club or a Rotary district. Projects should focus on innovative, cost-effective and replicable strategies to address important needs in local or overseas communities. Solicitation, sales and fundraising activities will not be permitted at the exhibition.

Interested clubs and districts must complete and submit their applications by 12 March. Only one application per club will be accepted. Application forms can be downloaded from the Rotary Web site at <http://www.rotary.org>, or contact RI International Meetings Division by fax: 847-328-9239; e-mail: scrivor@rotaryintl.org; mail: One rotary Center, 1560 Sherman Avenue, Evanston, IL 60201, USA.

MANILA CONFERENCE PROGRAM SET

Topics of special concern to Rotary in Asia, including strategies for effective membership development, childhood literacy and club-level microcredit projects, will highlight the Asian Presidential Conference on 6-8 April, in Manila, Philippines.

The conference also will include an update on Polio Plus efforts in Asia, and an address by The Rotary Foundation Trustee Chairman Herbert G. Brown. RI President Frank J. Devlyn and other senior Rotary leaders will share ideas with conference participants during an open forum.

The registration fee is US \$100 for Rotarians and guests, \$40 for Rotaractors, with registration forms due by 15 March. The reduced room rate at the Manila Hotel, the conference venue, is \$120 per person, with reservation forms due at the hotel by 28 February. The conference program and registration and housing forms are available on the Rotary Web site at <http://www.rotary.org> and on President Devlyn's site Web site at <http://www.frankdevlyn.org>. For more

details, contact RI Registration Services by telephone: 847-866-3495; fax: 847-866-3064; e-mail: rereg@rotaryintl.org.

AMERICAN AIRLINES DISCOUNTS CONVENTION FARES

American Airlines is the official carrier for travel to the RI Convention, set for 24-27 June in San Antonio, Texas, USA. Rotarians traveling within the United States are eligible for either of two discounts: a 15 percent reduction off the lowest applicable fare, or zone fares for travel originating within the United States. For more information, call American Airlines at 800/433-1790 and mention discount code AN#9861AH.

A 25 percent discount also is available to eligible Rotarians flying to the United States on American transoceanic flights and on certain OneWorld and American/Quantas codeshare flights. To be eligible, you must travel between 17 June and 4 July and stay a minimum of two days, but no more than 30 days.

For more information, contact RITS Manager Robert S. Mintz by telephone: 847-866-3445 or e-mail: mintzr@rotaryintl.org.



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 newsletter 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 Personal Document Format from President Frank's Web site at <http://www.frankdevlyn.org>