

President Frank's E-Express

MARCH 2001 ISSUE



Message from President Frank

"Have you asked someone today to join Rotary?"

It's truly amazing that Rotary has grown from only four individuals in 1905 to more than one million members in 2001. As we look to our past and to the future, we must continually strive to attract new members who will offer fresh perspectives and innovative ideas. Without this energizing influence, Rotary will not continue to be a major force in helping humanity throughout the world.

This year, I have called upon every Rotarian to focus on membership development and retention. With so many demands upon professionals for their time and resources, today's service organizations are facing even greater challenges and declining memberships. Rotary has not been immune—membership in Rotary clubs worldwide declined slightly more than 1 percent in the year ending 30 June 2000. This marked the third year in a row for small but continuing net membership losses. And although Rotary's membership decline has been minuscule compared to some other service organizations, we still want to do everything possible to reverse this trend.

In July 2000, I initiated the 21st Century Challenge, a special program to recognize districts and clubs that achieve the highest net gains in membership between 1 July 2000 and 15 May 2001. Fifty winning districts and each of their top two clubs will receive special recognition and awards. Less than three months remain to complete the challenge, so I encourage every Rotarian to ask: "Have I invited someone into my Rotary club this year?"

A number of tools, from "Rotarians Are Your Friends" business cards to special Recruitment Recognition rings, have been created to help you in this effort. To learn more about membership resources and ideas, check the "Membership Development Corner" of the RI Web site at <http://www.rotary.org/membership/development/index.html>. Membership development information is also available on my Web site (www.frankdevlyn.org), which includes a link to the 2000-01 Membership Development Task Force.

Throughout my travels, I have witnessed many missed opportunities for membership growth. Rotarians have introduced me to many leaders in their communities—and yet in many instances,

these leaders have never been invited to join Rotary! This is a missed opportunity for all involved. During one visit, I met a Rotarian with 49 years of perfect attendance. And while this is indeed a very impressive feat, I was surprised to learn that he had never invited a single person to join his Rotary club during all those years.

We constantly need to ask ourselves the question: "Who would make a good Rotarian?" The person can be a friend, a neighbor, your doctor or dentist, a co-worker, a business associate, a community leader. Today, we cannot increase our membership without being proactive. We have to consider every possible avenue for growth. We need to constantly update our classification system, seek ethnic diversity, and consider younger individuals and women as prospective members.

Also, don't forget Rotary alumni such as Group Study Exchange team members and Ambassadorial Scholars, who already have an understanding of Rotary and its mission. As we celebrate World Rotaract Week (12-18 March), it is an ideal time to consider former Rotaractors for membership or those who may be turning 30 (the age limit for Rotaract). These individuals are already committed to the ideals of Rotary and many are eager to continue their career of service.

So often I'll ask a person why they haven't joined Rotary, and I'm always surprised by the answer: "Because I've never been asked!" Now is the time to ask. I am convinced that Rotary cannot meet the challenges of today's world without a solid base of enthusiastic, committed members. We are counting on every Rotarian to Create Awareness and Take Action.

Fulfill the promise of Rotary—ask someone to join today. Don't let another opportunity go by. In the end, your greatest contribution to Rotary may be the person you just asked to join.

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

Frank J. Devlyn
RI President, 2000-01



International Assembly provides training for future district governors



Theodore D. Griley II, President Frank, President-elect Richard D. King, and his wife, Cherie King, prepare to cut a cake on Rotary's 96th birthday.

RI's service emphases and theme for the 2001-02 year were unveiled to Rotarians from 66 countries at the International Assembly, 17-24 February, in Anaheim, California, USA. This meeting was aimed at preparing RI's 530 district governors-elect to take office on 1 July.

A highlight of the meeting occurred on 17 February when RI President-elect Richard D. King of California, USA, shared his key interests for the coming year and unveiled the 2001-02 theme: Mankind Is Our Business. In urging his team of incoming governors to promote membership development and help others to enjoy the many benefits of Rotary membership, he said, "Is it not true, that Rotary literally lifts and changes the destiny, the life of every individual who becomes a real Rotarian? Who among us this evening could not bear witness to the positive changes, the happiness, the friendships, the purpose, the nobility that has come to each of us ... because we are participants in the miracle that is Rotary?"

The following day, RI President Frank J. Devlyn spoke on the topic of "Take Action Membership." President Devlyn warned the new Rotarian leaders about the dangers of "missed opportunities" in membership development and encouraged them to bring high-profile honorary Rotarians into their clubs, citing his own invitations to Bill Gates, Sr., and the prime minister of Trinidad. Stressing the need for clubs and districts to use tech-

nology in promoting membership development, the president also unveiled the newly redesigned Rotary Web site (see story below).

Held at the Anaheim Hilton and Towers Hotel, the International Assembly is the principal training event for incoming district governors. At this yearly "school for service," fledgling officers learn leadership guidelines and how to support the president's vision with relevant community and international outreach.

The new leaders are attending plenary sessions and participating in discussion groups and other meetings conducted in several languages. Plenary session topics include membership growth, pride in Rotary, and The Rotary Foundation. In the discussion groups, the governors-elect will focus on such activities as conducting effective projects, forming new clubs, and enhancing Rotary's image.

Governors-elect are also participating in regional discussion sessions on such subjects as membership development, fund development for The Rotary Foundation, and district conferences. These sessions provide an opportunity for the incoming governors and Rotary senior leaders to address these critical topics within the framework of considerations unique to each of 10 designated geographic areas.

Along with intensive training in preparation for their upcoming year of service, this new class of governors will be able to find partners for World Community Service projects and sponsors for other international initiatives at the projects and programs fair for Matching Grants and PolioPlus Partners.

The photos in this section depict Rotary in all the richness of its multicultural membership at the International Assembly.





It's countdown to final pre-registration deadline for RI Convention

Rotarians, Rotaractors and others wishing to register for the 2001 RI Convention to be held in San Antonio, Texas, this coming June still have some time left to register before the 31 March final deadline. Beating that deadline is the only way to avoid paying the higher onsite registration fees.

Before that final hour strikes, registrants can get the following attractive rates: US\$275 for each Rotarian and guest over age 16; \$400 for each Rotarian and spouse or Rotarian couple; and \$95 for each Rotaractor, non-Rotarian Foundation alumnus/a, Youth Exchange student or Foundation scholar. Guests 16 years and under (limit of five guests per registration form) will not be charged any fee to register for the 24-27 June event.

Rotarians and guests who plan to also attend the pre-convention RI Institute will each pay an additional fee of \$165 and \$140 respectively to register for the convention. Other pre-convention events such as the Youth Exchange Officers' Meeting and the Rotaract Meeting are free to all participants.

After the 31 March deadline, participants will only be able to register onsite at the following rates: \$300 for each Rotarian or guest over 16 years; \$450 for each Rotarian and spouse or Rotarian couple; \$165 for Institute Rotarian; \$140 for Institute guest; \$95 for each Rotaractor, non-Rotarian Foundation alumnus/a, Youth Exchange student or Foundation scholar; and \$75 for each guest 16 years and under.

Please note that a participant must be registered by 31 March to receive a letter of invitation, which may be required to obtain a visa. Additional information and registration forms are available in the Meetings section of the RI Web site at <http://www.rotary.org>, with updates on convention events and places to visit in San Antonio. For more registration details, contact Meetings staff by fax: 847-866-3495 or e-mail at rireg@rotaryintl.org.

RI president announces two directors-nominee

In accordance with provisions of the RI by-laws, the balloting committee met at RI World Headquarters in Evanston, Illinois, USA, on 5 March 2001 to examine and count the ballots returned by post by Rotary clubs in two zones where the RI General Secretary had received proposals of challenging candidates for directors-nominee.

After the committee certified the results of this ballot, RI President Frank J. Devlyn announced Kozo Sugo of the Rotary Club of Osaka North, Osaka, Japan, and Frank C. Collins, Jr., of the Rotary Club of East Hartford, Connecticut, USA, to be the directors-nominee for zones 3 and 31 respectively. At the 2001 RI Convention in San Antonio, Texas, this coming June, Rotarians Sugo and Collins will be elected to serve as RI directors during 2002-03, together with six others who were declared sole official directors-nominee on 1 December 2000.

The six directors-nominees declared earlier are John G. Thorne of the Rotary Club of North Hobart, Tasmania, Australia (Zone 8); Samuel A. Okudzeto of the Rotary Club of Accra, Ghana (Zone 10); Gennaro M. Cardinale of the Rotary Club of Firenze Brunelleschi, Italy (Zone 12); Omar Steindorsson of the Rotary Club of Keflavik, Iceland (Zone 16); John Michael Pinson of the Rotary Club of Killeen-Heights, Texas, USA (Zone 26); and J. David Roper of the Rotary Club of Martinez-Evans, Georgia, USA (Zone 34).

Board endorses Technology Task Force guidelines for e-mail use

The customer focus group of the RI Technology Task Force recently developed "Guidelines for the Use of Electronic Communications in RI," in a continuing effort to promote more effective use of e-mail in Rotary.

In addition to being an acknowledgement of the increased use of e-mail by Rotarians in official communication, the customer focus group's initiative is a result of growing concerns about misuse of the medium. The guidelines tackle issues such as use and privacy of e-mail addresses, group and broadcast e-mail, the format and brevity of messages, chains of communication, and database security and management.

Recognizing the need for such a guideline, the RI Board of Directors took a decision at its November 2000 meeting to encourage "all Rotarians to use these Guidelines to improve the effectiveness of electronic communications."

Commenting on the timeliness of the action taken by the customer focus group, Technology Task Force Chairman Tom Todd said, "All of Rotary is beginning to see the potential of e-mail as a way to communicate quickly. But as is often true with new experiences, we have some excesses, and some misuse of e-mail. ... We believe these [guidelines] will be very helpful as we use e-mail for effective communications in Rotary."

The guidelines can be downloaded as Word or .pdf format documents from the Technology Task Force's Web pages at <http://www.frankdevlyn.org/technology/email.htm>.

RI president celebrates D-7000 anniversary



On 10 March RI President Frank J. Devlyn attended a dinner at the Hotel Condado Plaza & Casino, San Juan, Puerto Rico, in celebration of the 96th and 62nd anniversary of Rotary and District 7000 respectively. Featuring fine food, great camaraderie, and tuneful music by the Orquesta de Johnny Torruella from Ponce, the event attracted many Rotarians and their spouses. President Frank spoke about Rotary's worldwide efforts to aid millions of underprivileged people afflicted with health problems such as avoidable blindness, and partnerships with other organizations aimed at multiplying the benefits of Rotary projects.

Edgar Morales, the president of the Rotary Club of El Seniorial, Puerto Rico, and his wife are shown here in a photo op with President Frank.

Trustees raise cap on DDF contributions to India quake relief

At their February meeting, The Rotary Foundation Trustees made a decision to encourage Rotary districts to make a District Designated Funds (DDF) contribution to ongoing relief efforts for earthquake victims in India. They agreed to allow each district, on a one-time basis, to donate up to US\$25,000 in DDF to this appeal. The regular cap on DDF contributions for disaster relief is \$10,000.

In addition, the Trustees agreed to consider the immediate approval of a maximum of two 3-H Grants of up to \$300,000 each for low-cost shelters to support earthquake relief efforts in Districts 3050 and 3060, and a maximum of two additional 3-H Grants of up to US\$300,000 each for the same purpose in 2001-02. Those grants will be administered in accordance with current Rotary Foundation policies.

These decisions recognize that the 26 January earthquake that devastated Gujarat state in India was a natural disaster of a significant proportion, the likes of which have rarely been experienced in recent history, and as such requires an extraordinary response. The earthquake, which may have claimed at least 30,000 lives, also left 150,000 injured and a million homeless.

The Trustees also thanked the senior leaders from India for bringing the magnitude of the earthquake in Gujarat, India, and its surrounding areas to their attention, and commended Rotarians from India for their rapid response to this disaster.

Foundation donates US\$50,000 to Polio Eradication Heroes Fund

Following a decision by The Rotary Foundation Trustees at their October 2000 meeting, the Foundation has donated US\$50,000 to the Polio Eradication Heroes Fund. The contribution was originally donated to the Foundation in June 2000, as part of the American Medical Association's (AMA) Outstanding Global Health Initiative Award to recognize the efforts of Rotary and its partners in the global polio eradication initiative.

Established by the National Foundation for the Centers for Disease Control and Prevention (CDC), the Polio Eradication Heroes Fund is designed to recognize health workers and others who have lost their lives or incurred serious injury as a direct consequence of their participation in polio eradication activities.

To qualify for an award, a person must be nominated by a representative of one of the global polio eradication partners — the World Health Organization (WHO), United Nations Children's Fund (UNICEF), U.S. Centers for Disease Control and Prevention (CDC) or RI.

President Frank visits humanitarian projects of District 6110

When President Frank visited the Rotary Club of Tulsa, Oklahoma, USA, in early February, local Rotary leaders showed him around Celia Clinton Elementary, a school adopted by the club. He also had an opportunity to see the medical supplies and equipment being prepared for shipping to developing countries at the District 6110 Medical Supplies Network, Inc. (MSNI) warehouse. In addition, he discussed HART (Humanitarian Aid Resources and Transportation), and the WHARF (Worldwide Humanitarian Alliance of Rotarians and Friends) network and database, sponsored by District 6110, with Jack Maxwell, Tulsa Rotarian and founder of HART, WHARF and MSNI.

In the photograph on the right, the RI president (middle in the blue hard hat) is participating in the ground-breaking ceremony of the Serendipity Center, a US\$75,000 outdoor classroom sponsored by the Rotary Club of Tulsa. He is flanked by Tom Rinehart (left), president of the Rotary Club of Tulsa, and District 6110 Governor Don Wasson.



President Frank meets with Calgary Rotarians, youth

During a 28 February trip to Alberta, Canada, RI President Frank J. Devlyn met with the members of Calgary city's 12 Rotary clubs, and addressed a Rotary-sponsored youth conference where he praised the community and international service efforts of local Rotarians.

Accompanied by senior Rotary leaders, he gave a keynote address to 300 high school students at a youth awareness conference luncheon at the Tellus Convention Centre in downtown Calgary. "Rotary cares about the welfare and success of the youth," President Frank told his young audience. "That's why this year we have focused a lot of our attention on raising awareness and taking action about the concerns of communities regarding violence, drugs, and job creation."

Sponsored and organized by District 5360, the conference explored the theme "Safe and Caring Schools" and fostered dialogue among students, teachers, parents, law enforcement agencies and community leaders about violence and bullying in schools. President Frank energized the youth conference, interacting with the audience and asking individual participants to enumerate the problems they faced in school and possible the solutions.

The RI president unveiled a plaque for Kerby Rotary House, a shelter for seniors who need to escape abusive situations. Billed as the first of its kind in the world, the center was sponsored by

the 12 Rotary clubs of Calgary which contributed C\$240,000 (US\$156,098) of the \$1.7 million (US\$1.1 million) spent on the project.

He also attended the ground-breaking ceremony for Rotary Challenger Park, a multi-sports facility designed to meet the needs of people with disabilities. Spearheaded by the 12 Rotary clubs of Calgary, the Calgary Airport Authority, and Calgary Parks Foundation, the project will be completed by 2003.

In the evening, President Frank was the guest of honor at the seventh Rotary Integrity Awards dinner, where he delivered the keynote address. "Integrity is a cornerstone of Rotary," he said. "I am proud of all these worthy recipients who have distinguished themselves as model citizens. These are the type of people we need in Rotary!"

Established to honor non-Rotarians for their integrity, the awards go to recipients who are nominated by each of the city's Rotary clubs. The RI president crowned the occasion by inducting all the award recipients as honorary Rotarians.

Earlier in the day, when he set foot on Calgary soil at the airport, President Frank was presented with a white hat by a representative of the Calgary Tourist and Convention Association, in a welcome gesture accorded to dignitaries visiting the city.

Rotarians discuss ways to extend Rotary in Russia, Eastern Europe

The fifth annual conference on “Rotary Expansion in Russia and Eastern Europe” opened colorfully with the singing of Russian and American peace songs, playing of background music and District 5890 Youth Exchange students presenting the flags of Rotary and 19 countries from all continents. Representing the three districts hosting the conference, district governors Charles Clemmons (D-5890) and John Germany (D-5910) and Governor-elect Wanda Cookskey (D-5010) each gave a rousing welcome to the participants.

Held at the Nassau Bay Hilton Hotel in Clear Lake City, Texas, USA, the 9–11 February event featured speeches, discussions and presentations aimed at assisting and guiding Rotarians and Rotary clubs in developing a strong network of Rotary clubs in Russia and Eastern Europe. In addition, the meeting offered opportunities for Russian and U.S. Rotarians to strike partnerships for club creation and mentoring, exchanges, World Community Service projects and Rotary Foundation programs. Hammering home this year’s theme of Create Awareness and Take Action, RI President Frank J. Devlyn told attendees that Rotary needs to grow in order to serve more effectively at the local (club) and international level.

He urged Rotarians to bring high-profile honorary members into their clubs. As an example, he talked of meeting with Bill Gates, Sr., the father of the famous Bill Gates of Microsoft, to recognize him for his support of polio eradication. “At the end of our visit, I asked him, ‘Bill, how come you never came into Rotary?’ He told me, ‘I’ve never been asked!’ I asked him then and there and he accepted,” President Devlyn said. “I forgot about Rotary protocol because I saw an opportunity.”

Outlining ways in which Rotarians across the world can help promote Rotary in Russia, Russian Rotarian Alexey Khoklov said that the long-term future of Rotary in Russia would best be secured through strengthening the culture of service in the country, especially by promoting Rotaract and Interact clubs.

“The Rotary idea of serving others is in conflict with the old Russian [communist] concept that one should serve the state,” he said. Paraphrasing a famous quote from U.S. President John F. Kennedy, Khoklov said; “Don’t ask what Rotary can do for Russia. Instead ask what Russia can do for Rotary.”

Attendees heard stirring accounts of how Rotarians and Rotary programs have worked to attract Russian professionals and business people into joining Rotary clubs and helped improve the quality of life for the underprivileged. At the end of the stimulating plenary and breakout sessions, it became clearer that Russia presents great opportunities and challenges for Rotary expansion into Eastern Europe.

Rotary clubs invited to celebrate International Year of Volunteers

At the invitation of the United Nations, RI has joined the world’s volunteer organizations in celebrating 2001 as the International Year of Volunteers (IYV). The special year-long celebration, recognizing the global volunteer movement, is being coordinated by the UN Volunteer Agency based in Bonn, Germany.

In January, RI President Frank J. Devlyn gave a keynote address to kick off the IYV at the 16th World Volunteer Summit in Amsterdam, the Netherlands. And now, RI has mounted a multi-media campaign to promote volunteerism during the IYV in recognition of the vital role that volunteers play in the life of their communities.

To help launch the campaign, an English- and Spanish-language television public service announcement (PSA) is being shown in the USA, Canada, and Mexico. The PSA highlights a project called Computers for the World, in which students and Rotarian volunteers in Seattle, Washington, USA, rebuild and refurbish computers donated by local businesses. The students then take the computers to people unable to afford them in Russia, Mexico, Mozambique, and other countries.

Computers for the World is, of course, just one of thousands of volunteer-based projects of every scale sponsored by Rotary clubs around the globe. In Mexico, for example, Rotary Project Amigo has grown to become a multi-district World Community Service project that provides more than 400 needy children with free medical and dental care, vocational training, and in some cases, housing. Many Rotary clubs in India provide free eye care to impoverished residents of their communities, assisting with screening, transporting, and feeding, as well as treating, patients. And in Trinidad and Tobago, the Rotary Club of Maraval has adopted a rural village, training the unemployed in food preservation, clothing design, and other skills, along with helping them market their products.

Those interested in more information about Rotary’s volunteerism campaign or finding volunteer opportunities in their hometowns (US only) can check the volunteer page of the RI site at <http://www.rotary.org/volunteer>. The PSA can also be viewed there.

In addition, Rotary clubs are encouraged to highlight their projects through the IYV network through its Web site at <http://www.iyv2001.org>. The site contains a calendar of upcoming IYV events and information on projects, categorized by regions and countries. It also posts an “Online Volunteer Tapestry,” including some 100 photographs of Rotary club projects recently collected and submitted by the RI External Relations Section. Rotary clubs can still submit photographs for the tapestry directly to the IYV Web site.

Newsline

PRESIDENT'S SCHEDULE

RI President Frank J. Devlyn began the month at a multi-district Presidents-Elect Training Seminar in Mexico City on 2-4 March. He then attended a Foundation Dinner in San Juan, Puerto Rico, on 10 March, visited Rotary clubs in Barbados on 11-13 March and was in São Paulo, Brazil, for a Foundation Dinner on 14-15 March. President Frank also attended the Population and Development Conference in Brasilia, Brazil, on 16-18 March, followed by a Celebrating Partnership Dinner in Buenos Aires, Argentina, on 19 March.

He travels to Europe to attend a Joint District Conference in Paris on 23-24 March, followed by visits with Rotary clubs in Lille, France, and Monaco on 26 March. President Frank ends the month by attending the Eastern Large Clubs Dinner in Madison, Wis., USA.

BRING YOUR DANCING SHOES

Plans for the 2001 World Fellowship Banquet and Ball, one of the many exciting events scheduled for this year's RI Convention in San Antonio, Texas, USA, are now being finalized.

Presented by the Rotarians' International Fellowship of Ballroom Dancing and the International Fellowship of Rotarian Musicians together with RI President Frank J. Devlyn, and Past RI President Cliff Dochterman, the event will be held after the opening ceremonies of the RI Convention, on the evening of 24 June, in Ballroom A at the Henry B. Gonzalez Convention Center.

Officers and members of the 72 Rotary Recreational and Vocational Fellowships and other Rotarians will be treated to a gourmet dinner, an evening of dancing to the big-band sound of the 15-piece Al Sturchio Orchestra, on-stage entertainment by some of the best Rotarian musicians, and a ballroom dance exhibition courtesy of the United States Amateur Ballroom Dancers Association. Members of the various Rotary Fellowships and Task Forces can reserve tables for group meetings.

Aimed at enabling Rotarians to start their convention evening activities on a sound footing, the bounty of food, fun, and fellowship comes to participants at the cost of US\$60 a ticket. Rotarians who wish to attend should purchase their tickets by 1 May. The ticket application form may be downloaded online at <http://madlener.home.netcom/Form2001.html> or obtained from banquet co-chairs Larry Leonard (telephone: 703-569-1541; e-mail: larryleonard@veriomail.com) or postal mail: 5905 Sherborn Lane, Springfield, VA 22152) and Bill Thorsby (telephone: 210-492-6248 or e-mail: gthorsby@swbell.net).

More details and updates about the banquet and dance can be obtained from the Fellowships Task Force Web pages at <http://www.frankdevlyn.org/fellowships/celebration.htm>.

VIENNA PRESIDENTIAL CONFERENCE

The European Presidential Conference, slated for 11-13 May in Vienna, Austria, will be the perfect occasion for Rotarians from all over the region and beyond to explore the challenges and opportunities faced by Rotary and the people of Europe.

The conference will focus on ways to strengthen the quality of Rotary membership and service, as well as to determine Rotary's role in defining human rights and responsibilities in the context of rapid social change in the region. Professor Rita Levi Montalcini, a Nobel laureate in medicine, has been invited to address participants on this topic.

Advance registration fees are \$175 for Rotarians and guests and \$75 for Rotaractors. The on-site registration fee for Rotarians and guests will be \$225. The Hotel Inter-Continental Wien, the conference venue, offers special rates for conference participants.

Registration and housing forms and further information on the conference are available from the International Meetings Division by fax: 847/866-9239; telephone: 847/866-5202; e-mail: lammys@rotaryintl.org; the Meetings section of the RI Web site at www.rotary.org; and the RI faxback service at 800/510-8726. You may also write the RI Registration Department, IM300, One Rotary Center, 1560 Sherman Ave., Evanston, IL 60201, USA.



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