



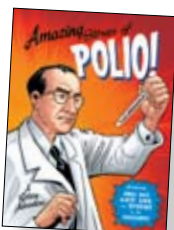
# ROTARY WORLD

## The first necessity

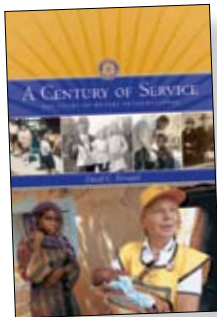
Rotary districts work together to install thousands of sustainable bio-sand filters to bring clean water to homes in the Dominican Republic. See page 1.

### NEW TO THE RI CATALOG

**Amazing Stories of Polio!** (976) First featured in the February 2009 issue of *The Rotarian*, this popular illustrated history of polio is now available for purchase. English only. **\$0.75**



**Building Peace DVD** (830) Rotary World Peace Fellows describe how the Rotary Centers for International Studies are creating a new generation of peacemakers. **\$15**



**A Century of Service: The Story of Rotary International** (912) Rotary's centennial history book is now available in paperback. Includes a new foreword by 2004-05 RI President Glenn E. Estess Sr. English, Japanese, and Spanish only; other languages available in hardcover edition (913). **\$15**

**Club Treasurer's Manual** (220) Includes best practices of successful club treasurers and sample financial statements. **\$3**

**District Assembly Leaders' Guide** (828, revised) Designed to assist with planning and conducting a district assembly. Includes training sessions and PowerPoint slides. **\$10**

**District Membership Seminar Leaders' Guide** (242, revised) Includes training sessions and PowerPoint slides to help Rotarians organize and carry out a district-level membership seminar. **\$10**

**Presidents-elect Training Seminar Leaders' Guide** (243, revised) Contains training sessions and PowerPoint presentations to help Rotarians plan and carry out PETS. **\$10**

**RI theme materials**, 2009-10 Brochure (900-09) **\$0.50**; logo on CD (239-09) **\$5**; postcard (910-09) **\$4/set of 25**; Presidential Citation brochure (900A-09) **\$0.50**; Presidential Citation certification form (900B-09) **\$0.50**

**Rotaract Identification Card** (665, revised) For distributing to club members. **\$3/set of 50** Also available: Interact cards (659, revised) **\$3/set of 50**

**RVM: The Rotarian Video Magazine, Vol. 4.3** (507-08) Features a profile of RI President John Kenny, a project that's helping to Keep Mongolia Green, and a look at the growing role of women in Rotary. **\$15**

Order at [shop.rotary.org](http://shop.rotary.org), e-mail [shop.rotary@rotary.org](mailto:shop.rotary@rotary.org), or contact your international office. You may also place orders by phone (847-866-4600) or fax (847-866-3276). Only prepaid orders will be fulfilled.

### AROUND THE ROTARY WORLD

**Gaining mobility** in El Salvador Rotarians from 22 clubs in districts 6330, 7010, and 7080, in Ontario and Québec, Canada, delivered 1,400 wheelchairs in November to El Salvador. The US\$105,000 project, carried out with the Rotary Club of San Salvador, received Matching Grant support. More than 150 Rotarians from 12 Salvadoran clubs identified recipients and helped coordinate the shipment of the chairs. While in El Salvador, 39 Canadian Rotarians also distributed teddy bears, clothing, crayons, and toys at four schools, an orphanage, and a home for children with disabilities. The project was the eighth effort led by District 7010 to deliver wheelchairs to those in need.



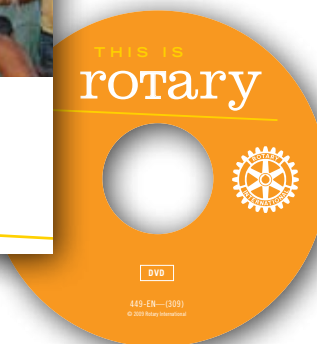
**Pakistanis train for future** In 2008, 135 women and girls attended classes at a vocational training center established by the Rotary Club of Farooqabad, Punjab, Pakistan, which was chartered earlier that year. Two instructors at the three-room center offer a six-month course that teaches students to sew garments, including traditional saris. The center also provides training in handicrafts and computer software and hardware.



**Drama for Bulgarian orphans** In December, the Rotary Club of Sofia-International, Bulgaria, organized a theater outing for 115 children, ages 3 to 16, living in orphanages. Sponsors for the second annual event included McDonald's, Coca-Cola, Nestlé, and Hallmark Tickets. The club also organized a clothing, book, and toy drive for the children, which included items collected by students from three area schools.

## SHARE ROTARY

Show what Rotary is and does around the world with the new *This Is Rotary* DVD.



Features Rotary public service announcements and five short videos on topics including:

- Polio
- Vocational training
- Health and hunger

Give to your local community access TV stations or show at your next club meeting.

Share Rotary today!

This Is Rotary (449) US\$10



## Inside

Ideas for keeping youth involved with Rotary

5



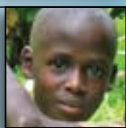
Fundraising in a tough economic climate

6



Tips for taking on a multifaceted international project

7



## Focus on membership

Rotary's statement on diversity stresses the strength inherent in a diverse club. Plus, how to keep the global recession from hurting your membership retention efforts.

See page 4.



## Million-dollar effort brings clean water to thousands in Dominican Republic

They look like blue plastic garbage cans. But that's the beauty of bio-sand filters: There are no parts to break, no electricity to rely on, yet they can reduce diarrhea, the second-leading cause of child mortality, by 40 percent.

Through a US\$151,363 project supported by a Rotary Foundation Matching Grant, Rotarians are putting 1,250 bio-sand filters into homes in the Dominican Republic. It's the most recent undertaking in District 4060's seven-year-old Children's Safe Water Alliance, which has helped bring 19,000 filters — and clean water — to 100,000 people in 300 communities.

The groundwork for the project was laid at a chance meeting in 2002, when a Canadian doctor showed a bio-sand filter to Bob Hildreth, then president of the Rotary Club of Puerto Plata Isabel de Torres, Puerto Plata, Dominican Republic, and past club president James Bodenner and his wife, Susan, both of the Rotary Club of Rockford, Michigan,

USA. Intrigued by the simple design and \$60 price tag, they started a small project that grew into a multidistrict effort.

The Bodenners recruited clubs from District 6290 and encouraged members to see the work firsthand. They've now led 14 trips to the Dominican Republic, which they credit with invigorating Rotarians.

"When they're going, they think about what shots should I have, what clothes do I take, the gift for the host family," says Susan Bodenner. "Within 24 hours of being in the country, it's like, OK, how does a Matching Grant work?"

By 2009, more than 150 clubs in Canada, the Dominican Republic, the United States, and other countries had contributed almost \$1 million to the effort, including funds from 30 Matching Grants. The project recently switched from cement filters to more portable plastic ones.

On the Dominican side, the effort spread through piloting. David Crow, of

the Rotary Club of Santiago Monumental, Santiago, was introduced to the filters five years ago when Hildreth gave his club a few to try in a nearby community. The club soon wrote a Matching Grant proposal to continue the project, with help from the Rotary Club of Calgary West, Canada.

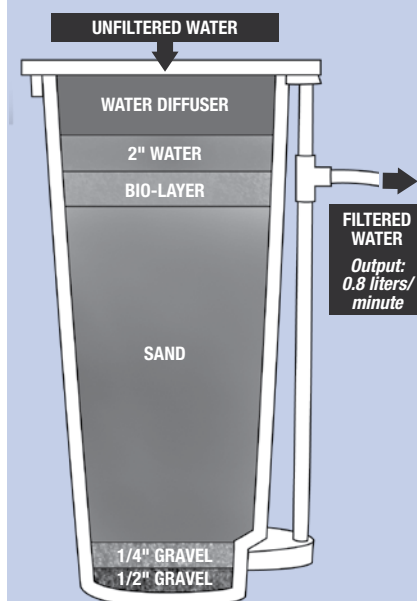
"That's what we have done with other clubs," says Crow, who now manages grants for the district's water projects. "They try it and then have gotten their own Matching Grants."

In 2005, James and Susan Bodenner invited an official from the U.S. Centers for Disease Control and Prevention to talk to their district about the bio-sand filter's effects on health. Since then, District 6290 (Ontario, Canada; Michigan, USA) has partnered with other districts to hold an annual conference, Thirsting to Serve, that brings together water experts and Rotarians.



Rotarians Sara Lucena and Bob Hildreth set up a new bio-sand water filter for a Dominican Republic household.

### How does a bio-sand filter work?



## Kenny: Clubs will shape the future of Rotary

RI President John Kenny is calling upon Rotarians to take action through the 2009-10 RI theme, *The Future of Rotary Is in Your Hands*.

"The future of Rotary will not be shaped at RI headquarters — it will be shaped in each and every Rotary club," he said at the 2009 International Assembly.

Kenny urged districts and clubs to align their goals with the RI Strategic Plan 2007-10 and to develop service projects within three areas of emphasis: water, health and hunger, and literacy.

"Water is a main emphasis because it is the first necessity for every man, woman, and child," he explained. "We could, I suppose, live without oil, but none of us can live without water."

Clubs and districts are already busy with hands-on projects. For example,



clubs in District 5950 (Minnesota, USA) are working to provide safe drinking water to people in Uganda displaced by civil war, according to District Governor Sandra Schley.

In District 9210 (Malawi; Mozambique; Zambia; Zimbabwe), District Governor Stallard Mputa will work with clubs to improve functional literacy in villages. "We will empower rural com-

munities to read basic information on agriculture practices to improve rural incomes and food security," he says.

Districts are also furthering Rotary's four Avenues of Service. "We are planning to provide vocational training to youth to provide them with opportunities for making a livelihood," says Trichur N. (Raju) Subramanian, governor of District 3140 (India).

Lip-Kee Yap, president of the Rotary Club of Singapore, would like to see his club and district develop and fund portable relief containers for victims of disasters in Asia. "A project of this nature draws on the efforts of every service committee in our club," Yap says. "The reminder that *The Future of Rotary Is in Your Hands* will resonate well in our club."

## PRESIDENT'S MESSAGE

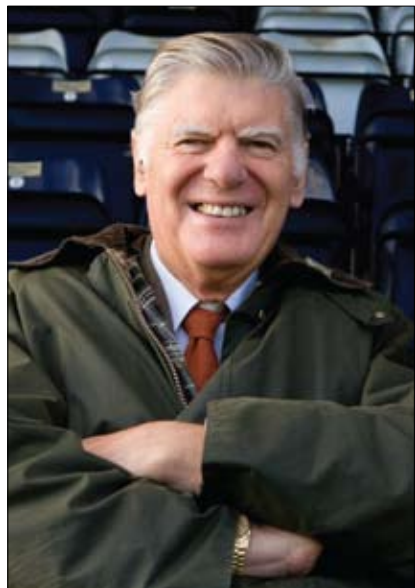
## Every Rotarian responsible for Rotary's future

It is a very great honor to begin my term as the 2009-10 president of Rotary International, and a special honor to be the first RI president from Scotland.

We have in Scotland a saying that I'm fond of quoting: "We must look beyond our own parish pump." It means that we must be aware of what lies outside our daily experience, and know that ours is only one of the countless communities in the hundreds of countries around the world.

As Rotarians, our own clubs and our own communities form the majority of our lives and our work. This is as it should be, for each Rotary club's primary responsibility is the community it serves. But we are all equally responsible for the wider world of Rotary. We must lift our eyes from our own valley and look to the mountains beyond — for it is often in distant communities that our help is needed the most.

We as mere mortals cannot perfect an imperfect world. We cannot ease every distress or resolve every difficulty. But as responsible individuals who have been privileged in so many ways, we've obligated ourselves to demonstrate our caring and deal with some of the most terrible problems of our day. And so I ask all of you to work together, as Rotarians, to do the work that lies before us. I ask you to serve through our emphases of water, health and hunger, and literacy; to strive judiciously to bring in qualified new members; and to help bring Rotary's US\$200 Million Challenge, and the work of polio eradication, to a successful conclusion.



Rotary Images



*John Kenny*  
John Kenny

## HOT LINKS

Rotary's Web site, [www.rotary.org](http://www.rotary.org), offers thousands of resources in nine languages. Here are a few places on the site to find more resources mentioned in this issue of *Rotary World*.

Read about RI President John Kenny, sign his guest book, and learn about his resource groups and the RI theme at [www.rotary.org/president](http://www.rotary.org/president).

Find financial information, including current annual reports and audited statements, for RI and the Foundation at [www.rotary.org/financials](http://www.rotary.org/financials).

Help new members get oriented during Membership and Extension Month in August by having them visit the New Members section at [www.rotary.org/newmembers](http://www.rotary.org/newmembers).

Get ready for New Generations Month in September by learning more about Rotary's youth programs, such as Rotaract, Interact, and Rotary Youth Exchange, at [www.rotary.org/youthprograms](http://www.rotary.org/youthprograms). You also can find Ambassadorial Scholarships information at [www.rotary.org/jump/scholarships](http://www.rotary.org/jump/scholarships).

Learn more about 2009-10 awards and download nomination forms at [www.rotary.org/jump/awards](http://www.rotary.org/jump/awards).

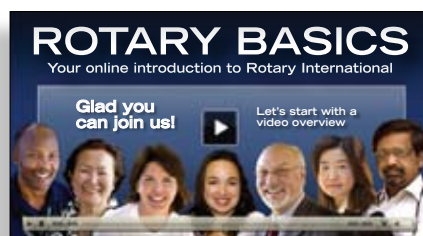
Find out more about Group Study Exchange at [www.rotary.org/gse](http://www.rotary.org/gse).

Gear up for the 2010 RI Convention in Montréal, Québec, Canada, at [www.rotary.org/convention](http://www.rotary.org/convention).

## Rotary Basics goes digital

A new multimedia companion to the popular *Rotary Basics* guide is going online at [www.rotary.org/rotarybasics](http://www.rotary.org/rotarybasics).

Using video and audio clips, photo slide-shows, and historical content to explain the key principles and programs of Rotary International and The Rotary Foundation, *Rotary Basics* online makes for an even stronger recruiting tool for potential club members. It also can help inspire and educate the new — and not so new — Rotarians in your club and district.



## Trustees make 2009-10 budget reductions

Faced with unrealized losses resulting from volatility in the investment markets, The Rotary Foundation Trustees made the following reductions to the 2009-10 awards year budget during their April meeting:

- The Foundation will not award new Volunteer Service Grants, Rotary Grants for University Teachers, or Cultural and Multi-Year Ambassadorial Scholars. Under the Future Vision Plan, these programs are already slated to be discontinued after the 2010-11 awards year.
  - The World Fund allocations for Matching Grants and Health, Hunger and Humanity (3-H) Grants were reduced, and 3-H grants will only fund new projects that are part of the USAID alliance to improve water and sanitation.
  - Funding has been suspended for the Scholarships Fund Pool for Low-Income Countries, Regional Scholar Seminar Grants, and the Rotary Alumni Celebration at the 2010 RI Convention.
- Polio eradication funds and District Designated Funds are not affected by the cutbacks. Districts are encouraged to use their DDF to fund humanitarian projects but may not use DDF to support eliminated programs or grant types.

More information is available on [www.rotary.org](http://www.rotary.org).

## RI Board: Recognize members' efforts

As part of a long-term membership strategy adopted at its January meeting, the RI Board has established a New Member Sponsor and Retention Recognition program, effective 1 July. This program allows Rotary club presidents to nominate and recognize individuals for sponsoring new members while focusing on retention. There are several award categories:

- *Gold pin and certificate:* for Rotarians bringing 25 members into any Rotary club, with 20 still active after six years
- *Silver pin and certificate:* for Rotarians bringing 10 members into any Rotary club, with 8 still active after four years
- *Bronze pin and certificate:* for Rotarians bringing five members into any Rotary club, with four still active after two years

Certificates will be provided by RI; pins may be purchased through any RI-licensed vendor.

## Dolly Parton partners with Rotary on literacy

U.S. country music star Dolly Parton and Rotary International announced a collaborative relationship in March to begin a new chapter in promoting early childhood reading.

Under the agreement, Rotary clubs in Canada, the United Kingdom, and the United States are encouraged to support the Dollywood Foundation's Imagination Library, which provides a book each month to children from birth until age five.

Individual clubs can participate by promoting the program within the community, helping to identify and register children, and paying for books and mailings.

## RI updates system

In May, RI began updating its information systems as part of an effort to centralize its databases and provide a more user-friendly online experience for Rotarians.

Once complete, the modifications will improve the look and feel of certain pages in Member Access on the RI Web site. Seasonal contact information will no longer be collected in Member Access. Changes to secondary contact information can be sent to RI Data Services at [data@rotary.org](mailto:data@rotary.org).

See [www.rotary.org](http://www.rotary.org) for more information.

## CALENDAR

### 1 July

Rotary year begins

### August

Membership and Extension Month

### September

New Generations Month

## DEADLINES

### 1 July

For clubs to submit semiannual reports and club dues ... For districts to submit endorsed applications for 2010-12 Rotary World Peace Fellowships ... For clubs and districts to begin submitting Matching Grant applications and District Simplified Grant requests

### 15 July

For districts to submit applications for 2009-10 PR grants

### 31 July

For 2008-09 district governors to submit governor allocation expense reports

### 31 August

For 2010 RI Convention group housing requests

### 1 September

For RI to receive 2009-10 RI Service Above Self Award nominations

### 1 October

For 2008-09 governors to distribute a district financial statement for the 2008-09 Rotary year to clubs ... For districts to submit endorsed applications for 2010-11 Ambassadorial Scholarships and Group Study Exchanges ... For governors-elect to return the District Meeting Dates form to their Club and District Support representative

## OTHER NOTICES

Governors are asked to consider nominations for Rotary Foundation service awards; information is available at [www.rotary.org](http://www.rotary.org).

The *Rotary Basics* (595) insert appears in the August issue of *The Rotarian* as well as in Rotary regional magazines. A companion multimedia version is also available online.

The 2009-10 Fund Development Club Goal Report forms are still being accepted.

Secretaries of clubs with outstanding financial obligations over US\$250 will receive reminders on 30 September to remit payment by 30 December to avoid termination of their clubs.

Proposed legislation for the 2010 Council on Legislation will be available by 30 September in English at [www.rotary.org](http://www.rotary.org). French, Japanese, Korean, Portuguese, and Spanish versions will be posted soon after.

Districts will receive approval for 2009-10 PR grant applications by 1 October.

RI Convention booth applications for the Club and District Projects Exhibition, Rotarian Action Groups, and Rotary Fellowships will be posted to the RI Web site in October.

Each club receives one copy of *Rotary World* to be shared with the bulletin editor and other club leaders. Any past district governor may receive a subscription by sending a request to RI Data Services (e-mail: [data@rotary.org](mailto:data@rotary.org); fax: 847-733-9340). Please include your name, district number, and Rotary club name (and membership ID number, if known).

## CLUB CLINIC

**As a new club president, how do I encourage members to become more active and accomplish our club's goals?**

A common challenge for club presidents is motivating members. After interviewing a small sample of current and past club presidents, Rotary's Club and District Support staff shares the following ideas:

**Set goals in advance, and present them at your first meeting as club president.**

Providing clear goals and an annual action plan helps club members identify the areas and opportunities that interest them.

**Focus on only a few goals.** Limit the club to three or four goals that will have the greatest impact. Setting too many goals can overwhelm members.

**Ensure that all goals have a deadline.**

Set the expectation that goals will be met by a desired date. Create both short-term goals, to be accomplished during your year, and long-term goals, to be part of multiyear projects.

**Invite club members to chair projects or committees.** Instead of expecting members to volunteer, ask individuals to step into leadership positions that match their personal and professional strengths. Involve as many members as possible.

**Recognize accomplishments.** When a goal is achieved, take the time to recognize the club members who were involved. Use this occasion to champion their efforts, which will encourage other members to become more active.



Montréal's environmentally friendly Palais des congrès will serve as the convention venue for the 2010 RI Convention.

## Montréal convention to be an international experience

The French Canadian city of Montréal, Québec, will offer Rotarians a sophisticated yet friendly setting to gather in for the 2010 RI Convention.

Montréal is a multicultural city, with over 80 ethnic groups represented, including large Chinese, Greek, Haitian, Irish, and Italian communities. The city's more than 5,000 restaurants serve an impressive variety of French, Québécois, and ethnic cuisines. A center for creativity, Montréal is the international headquarters of the world-renowned Cirque du Soleil.

Events organized by the host committee will include a Host Hospitality evening to give convention goers the opportunity to experience cultural offerings of Montréal with local Rotar-

ians. Possible venues for the evening include the panoramic seventh-floor terrace of the Palais des congrès, the engaging McCord Museum of Canadian History, and the beautiful Châlet du Mont-Royal.

The Musical Taste of Our Canadian Heritage concert, a host-ticketed event, will feature over 50 performers and musical styles, ranging from Inuit throat singing to traditional Québécois folk songs to modern jazz. Other planned events include a performance at Montréal's National Circus School.

Planned excursions with local Rotary clubs include a visit to an authentic maple sugar shack, a multicultural dinner in Chinatown, and a short cruise along the St. Lawrence River.

Marc Cramer

## GENERAL SECRETARY'S MEMO

### Opportunities for Rotary in challenging times

The current economic crisis has touched every part of the world. Throughout the communities served by Rotary's more than 33,000 clubs, we see people losing their jobs, their homes, their savings, and their hope for the future. And for people already at the bottom of the economic ladder, conditions have gone from difficult to desperate.



Now more than ever, the world needs Rotary and the vital service we provide. These volatile financial times offer an opportunity for Rotarians to demonstrate strong leadership and act as a stabilizing force. An effective Rotary club understands the needs of its community and is already working with other local leaders to address problems. During a crisis, our knowledge and connections help us develop effective solutions and implement them quickly.

Some members of your club may be directly affected by the economic downturn. This is a time when the fellowship aspect of Rotary becomes so important. Some clubs have tried to ease the financial burden on members by reducing club dues for those who have lost their jobs or by cutting back on meal costs for everyone. (See page 4 for more ideas on helping your club's members through this difficult time.)

Here at Rotary International, we have also been feeling the effects of the volatile investment markets. In developing our budget for this year, we worked especially hard to reduce expenses and introduce cost-saving measures. We'll continue to monitor costs carefully throughout the year.

It's said that adversity can make us stronger. If that's the case, Rotary clubs now have an opportunity to show their communities what an important role Rotary can play in bad times as well as good.

*Ed Futa*  
Ed Futa

## TOP 5 RESOURCES FOR NEW CLUB OFFICERS

What are the top five Rotary resources that no club officer should be without? Members of Rotary International's Leadership Education and Training team suggest these:

**1 Club Officers' Kit (225)** Newly revised, this kit includes the *Club President's Manual*, the *Club Secretary's Manual*, a new *Club Treasurer's Manual*, and several club committee manuals.

**2 Presidential Citation Brochure 2009-10 (900A-09)** Details the requirements for the 2009-10 Presidential Citation program. Updated annually.

**3 Club Leadership Plan (245)** The essential guide to strengthening your Rotary club.

**4 Strategic Planning Guide (Web only)** Guidelines to help your club develop its vision and set long- and short-term goals. Available as a free download.

**5 Membership Development Resource Guide (417)** Outlines steps for developing a plan to recruit and retain club members. Works with the online *Club Assessment Tools* and new Regional Membership Supplements.

Order publications at [shop.rotary.org](http://shop.rotary.org). Check the 2009-10 *RI Catalog* (mailed with this issue of *Rotary World*) for an indexed list and descriptions of all available Rotary publications.

## New directors, trustees selected

Nine Rotarians, who were elected at the 2008 RI Convention in Los Angeles, joined RI President John Kenny on the RI Board of Directors on 1 July for two-year terms. Ray Klingensmith, of the Rotary Club of Kirksville, Missouri, USA, became president-elect in June at the 2009 RI Convention in Birmingham, England. The new directors are:

- John T. Blount, Sebastopol, California, USA
- Frederick W. Hahn Jr., Independence, Missouri, USA
- Antonio Hallage, Curitiba-Leste, Paraná, Brazil
- Masahiro Kuroda, Hachinohe South, Aomori, Japan
- Kyu-Hang Lee, Anyang East, Gyeonggi, Korea
- David C.J. Liddiatt, Clifton, Bristol, Avon, England
- Ekkehart Pandel, Bückeburg, Germany
- K.R. Ravindran, Colombo, Western Province, Sri Lanka
- Thomas M. Thorfinnson, Eden Prairie Noon, Minnesota, USA

### Directors for 2010-12

The following eight Rotarians, elected at the 2009 RI Convention, will begin two-year Board terms on 1 July 2010:

- Noel A. Bajat, Abbeville, Louisiana, USA
- Elio Cerini, Milano Duomo, Italy
- Kenneth W. Grabeau, Nashua West, New Hampshire, USA
- Stuart B. Heal, Cromwell, New Zealand
- Masaomi Kondo, Senri, Osaka, Japan
- Barry Matheson, Jessheim, Norway
- Samuel F. Owori, Kampala, Uganda
- John C. Smarge, Naples, Florida, USA

### Trustees for 2009-13

The following Rotarians have been appointed to The Rotary Foundation Board of Trustees for four-year terms beginning 1 July:

- Lynn A. Hammond, Loveland, Colorado, USA
- Ashok M. Mahajan, Mulund, Maharashtra, India
- Wilfrid J. Wilkinson, Trenton, Ontario, Canada

In addition, Gustavo Gross C., of the Rotary Club of El Rímac, Lima, Peru, has been appointed as a trustee for a one-year term beginning 1 July. He replaces K.R. Ravindran, who is joining the RI Board of Directors.

## ROTARYWORLD

The mission of Rotary International, a worldwide association of Rotary clubs, is to provide service to others, promote high ethical standards, and advance world understanding, goodwill, and peace through its fellowship of business, professional, and community leaders.

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**Submissions** *Rotary World* welcomes article ideas and success stories about club and district service projects, fundraising efforts, and membership drives. E-mail a description, high-resolution color photos, and contact information to [rotary.world@rotary.org](mailto:rotary.world@rotary.org). Due to the high volume of submissions, we cannot promise to feature your story.

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Editor Janis Young  
Managing Editor Jennifer Lee Atkin  
Graphic Designer Karen Castens  
Photography Miriam Doan, Alyce Henson, Monika Lozinska-Lee  
Copy Editors Beth Duncan, Shannon Kelly  
Proofreaders Kelly Doherty, Susan Hyland  
Contributors Krista Batey, Abby Breitstein, Deanna Cankar, Joseph Derr, Arnold Grahl, Ryan Hyland, Dan Nixon, Sarah Remijan, Peter Schmidtke, Diana Schoberg, Antoinette Tuscano, Maureen Vaught

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## AUGUST: MEMBERSHIP AND EXTENSION MONTH

# Diverse clubs hold key to the future of Rotary

On the outskirts of Amsterdam, 21 people gather at De Houten Vier restaurant each week.

The group includes members of Dutch, Moroccan, Surinamese, and Turkish descent. The 14 men and seven women range in age from 28 to 69. They come from various professional backgrounds; there are designers, hotel managers, and academics as well as lawyers and accountants.

Despite their differences, everyone has at least one thing in common: Rotary.

The newly chartered Rotary Club of Amsterdam-Arena exemplifies the diverse membership that Rotary International leadership has stated is necessary to keep the organization strong. In November, the Board updated the RI statement on diversity (see sidebar).

The Amsterdam-Arena club is based in the borough of Amsterdam Zuidoost, a community of about 80,000 situated in the city's

southeast corner. Andro Bottse, the club's president, says the area is "multicultural and multiethnic by definition."

A group of past district governors in Amsterdam determined that few residents of the borough had joined a Rotary club. With support from Jan Koster, past governor of District 1580 and a member of the Rotary Club of Amsterdam West, the new club was chartered in November.

Bottse, of Surinamese descent, says the club's diversity helps it reach out to the community.

"It helps that our networks extend to all levels of the community we serve, including grassroots organizations, businesses, and municipalities," he explains.

The club has focused on helping children, especially those with mental and physical disabilities. "We want to serve our community by making dreams real for the children of Amsterdam Zuidoost," says Bottse.

Except for Koster, who is an

honorary member of the new club, the Amsterdam-Arena Rotarians are all new to Rotary.

"We have an open mind to new developments [such as] the way we raise funds and the way we serve," Bottse says. "To me, it's all about enriching your life by meeting people from different backgrounds."

**"It's all about enriching your life by meeting people from different backgrounds."**

Andro Bottse

He adds that his club would like to help other clubs increase their membership.

"I learned that many clubs in the area of Amsterdam have difficulties attracting new members even though they try very hard," he says. "Perhaps we can support them in their efforts."

*Adapted from De Rotarian, the Rotary regional magazine serving the Netherlands.*



Club President Andro Bottse (standing, center) with members of the Rotary Club of Amsterdam-Arena.

## RI's statement on diversity

Rotary International recognizes the value of diversity within individual clubs. Rotary encourages clubs to assess those in their communities who are eligible for membership, under existing membership guidelines, and to endeavor to include the appropriate range of individuals in their clubs. A club that reflects its community with regard to professional and business classification, gender, age, religion, and ethnicity is a club with the key to its future.

## Take steps to keep recession from hurting retention

In a global recession, humanitarian services — and volunteers — are more necessary than ever. So how can your club hold on to members who are experiencing financial difficulties?

"We're hearing reports that some areas of North America are experiencing resignations from Rotary due to the economy," says Judi Beard-Strubing, a regional Rotary International membership coordinator from Zone 23 and a retired Wall Street financial adviser.

Club presidents and district governors can take steps to help prevent the recession from negatively affecting member retention, says Beard-Strubing, who has given presentations and facilitated workshops on this subject in recent months. For example:

- Find a less costly venue for club meetings, or talk to the restaurant where you currently meet about the possibility of less expensive meals. Consider changing meeting times so that club members can attend without having to pay for a full meal.
- Give members a way to stay active in the club without having to write a lot of checks. This might



Beard-Strubing

mean partnering with local organizations on more hands-on projects, such as stocking a local food bank. Consider waiving a struggling member's dues for a few months in exchange for more project participation.

- Keep your radar tuned to any signs of financial difficulty among club members, and be sensitive to those who might be feeling the pinch. Identify members who might leave for financial reasons, and reach out to them sooner rather than later.
- Remember that fellowship adds value to Rotary membership. Find inexpensive ways for club members to socialize regularly, such as pot-luck dinners.
- Consider starting a job bank in a club or district newsletter or Web site.
- Keep an eye on membership records to see how the economic situation is affecting your roster. This applies at both the club and district levels.

It is possible to retain club members during a recession. "If we approach this in a proactive way, we may cause a member to put resigning from Rotary or cutting down on Foundation giving further down on that list of where they will cut corners," Beard-Strubing says.

## RI AWARDS FOR 2009-10

Rotary International offers the following awards to recognize the efforts and contributions of Rotarians, Rotary clubs, and non-Rotarians. Eligible nominators may submit nominations according to each award's criteria and guidelines.

### 2009-10 RI Membership Goals and Recognition (for clubs and districts)

Nominators: District governors

Deadline: 15 May, district governors report club and district membership achievements to RI

### Best Cooperative Projects Award (for clubs)

Nominators: District governors

Deadlines: 15 March, clubs submit applications to district governor; 15 April, district governors submit up to five nominations to RI

### Four Avenues of Service Citation (for Rotarians)

Nominators: Club presidents

Deadline: Ongoing

### International and Regional Service Awards for a Polio-Free World (for Rotarians)

Nominators: Any Rotarian

Deadline: 1 November

### Presidential Citation (for Rotary, Rotaract, and Interact clubs)

Nominators: District governors

Deadline: 15 April

### RI Membership Development and Extension Award (for clubs)

Nominators: District governors

Deadline: Ongoing; beginning 15 May, district governors submit recognition forms to RI

### RI Recognition of Membership Development Initiatives (for clubs)

Nominators: District governors

Deadlines: 15 April, clubs submit applications to district governor; 15 May, district governors submit one initiative per category to RI

### RI Recognition of Outstanding Rotaract Project (for Rotaract clubs)

Nominators: Rotaract clubs

Deadline: 1 February

### RI Recognition of Smaller Club Membership Growth (for clubs)

Nominators: District governors

Deadline: 15 May-30 June, district governors report qualifying clubs to RI

### RI Service Above Self Award (for Rotarians)

Nominators: District governors, immediate past governors, RI directors, past RI directors

Deadline: 1 September

### The Rotary Foundation Citation for Meritorious Service (for Rotarians)

Nominators: District governors and RI directors

Deadline: Ongoing until 15 May

### The Rotary Foundation Distinguished Service Award (for Rotarians)

Nominators: Rotarians

Deadline: 15 November

### The Rotary Foundation District Service Award (for Rotarians)

Nominators: District governors

Deadline: Ongoing

### Significant Achievement Award (for clubs)

Nominators: District governors

Deadline: 15 March

## New RI committee helps clubs complete service projects in Africa

Under the auspices of the Reach Out to Africa initiative, District 6440 (Illinois, USA) and the Rotary Club of Durbanville, South Africa, partnered with the World Health Imaging Alliance to fund and install a digital imaging scanner at a hospital in rural Clanwilliam, South Africa. This system replaced the hospital's old X-ray equipment in September, enhancing patient care by improving diagnosis.

In a separate effort supported by Reach Out to Africa, four other African countries received 20 infant incubators in late June. To help improve maternal health and reduce child mortality, Rotarians from India purchased the incubators and worked with clubs in the host countries — Ethiopia, Nigeria, Tanzania, and Uganda — to raise funds for transportation and port charges.

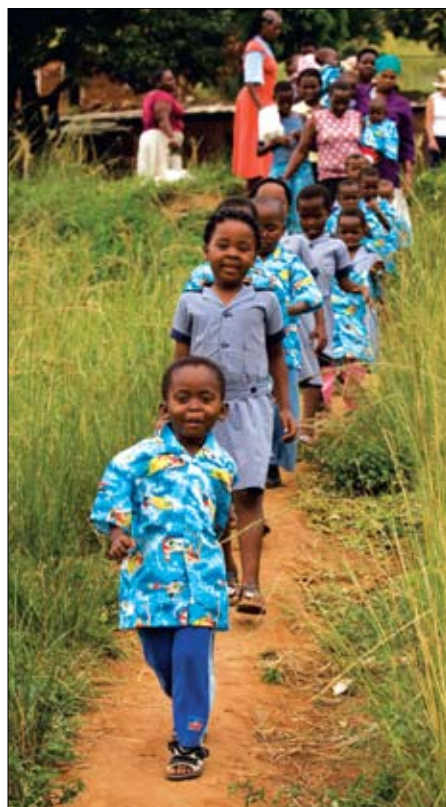
The Reach Out to Africa initiative is striving to increase service projects, promote collaboration, and boost Rotary club membership and program involvement on the continent.

"Africa has always been full of challenges, where the needs surpass the resources," says Past RI Director Örsçelik Balkan, a member of the ad hoc committee overseeing the initiative. Reach Out to Africa focuses on projects related to water, health, literacy and education, economic empowerment, children's welfare, and disabilities.

As one of the largest RI committees, Reach Out to Africa can offer flexibility,

experience, and expertise as it aims to "give clubs and districts the guidance, advice, and resources they need to execute the best possible service projects," says Balkan, a member of the Rotary Club of Istanbul-Karaköy, Turkey. "We encourage all clubs to be proactive," he adds.

To get involved, clubs or districts should contact their country coordinator or regional subcommittee chair.



Preschoolers walk from their old facility to the new Khethakhule Preschool in South Africa, where Rotarians donated school supplies, sleeping mats, kitchen utensils, books, toys, and gardening tools. The Reach Out to Africa initiative is designed to get Rotary clubs involved in more service projects like this one.



### ON THE WEB

Learn more at [www.reachouttoafrika.org](http://www.reachouttoafrika.org)

## WORDS TO GROW BY

"Rotarians are and must be people of a certain caliber, people with the capacity to do great deeds, the sense to do them wisely, and the strength of character to do them honestly and well."

— RI President John Kenny at the 2009 International Assembly in San Diego, California, USA

## Reap the benefits of planning ahead

Like any successful business, an effective Rotary club needs a strategic plan. So say the many Rotary leaders who have implemented long-range planning in their clubs and districts.

Per Hylander, past governor of District 1440 (Denmark; Faroe Islands), credits strategic planning with an increase in membership recruitment and retention, the organization of new clubs, and a rising visibility of Rotary in the area.

Regional Rotary International Membership Coordinator Sylvia Byers reports similar results for clubs in Australia. "Planning provided for the revitalization of clubs through member involvement and continuity in projects related to specific service areas," she says, adding that club members welcomed the opportunity to participate.

Byers views club member involvement in the planning process as a key to success. "It helps clubs to focus their vision to achieve future goals, and members appreciate knowing their deadlines and what resources are needed to achieve goals," she says.

Both Hylander and Byers recommend using Rotary's *Club Leadership Plan* as a basis for strategic planning. They've ob-



served a number of positive outcomes in clubs using the plan, including renewed direction and enthusiasm, improved communication within the club and with the district, membership growth, and continuity. The *Club Leadership Plan* (245) can be ordered or downloaded at [shop.rotary.org](http://shop.rotary.org).

RI also offers the *Strategic Planning Guide*, a Web-only publication available at [www.rotary.org](http://www.rotary.org). The guide outlines the process of developing a three-year plan and helps clubs assess their current situation, envision where they want to be in three years, and develop goals that will help them achieve their vision.

## SEPTEMBER: NEW GENERATIONS MONTH

### Keep youth program participants active in Rotary



Members of the Interact Club of Lycée Agricole et Horticole Rignac, France, play wheelchair basketball with patients from a nearby facility for disabled people. Sponsored by the Rotary Club of Rodez, Aveyron, in southern France, these Interactors show a clear understanding of the Rotary ideal of Service Above Self by participating in this and other service projects in their community.

## ASK THE EXPERTS



**How can clubs and districts encourage their youth and young adult program participants to take advantage of the full spectrum of opportunities Rotary offers?**

**Chuck Frazier, 2008-10 Youth Services Resource Group general coordinator, responds:**

Some districts and clubs are extremely strong in, let's say, Rotary Youth Exchange but do almost nothing in Rotaract, or vice versa. One of the things we in the Youth Services Resource Group hope to do is encourage involvement in all RI youth and young adult programs: Youth Exchange, Rotary Youth Leadership Awards (RYLA), Rotaract, and Interact. And we want to get young people involved in more than one program.

Once you have a client who knows your product, you try to sell them more of your other products. Whether you're in the people business or selling widgets, you want to keep those clients.

The kids in my local Interact club, for example, are already familiar with Rotary and its ideals and principles. These are young people who we feel would be ideal to get involved in Youth Exchange, or who could be good candidates for a RYLA event. What we'd like to see happen, ultimately, is to keep them involved and keep involving them more.

For the graduating high school seniors in that Interact club, we should find out where they're going to college. We need to pass their names on to the Rotaract clubs in those communities and let the young graduates know about the Rotaract clubs available. We need to encourage them to stay involved.

There are all kinds of possibilities if we just let current youth program participants know about other Rotary programs that are out there for them.

## Show that *The Future of Rotary Is in Your Hands* to earn Presidential Citation this year

Rotary clubs that help put the RI Strategic Plan 2007-10 into action will have a chance to earn the 2009-10 Presidential Citation.

"I am confident that by working together through the strategic plan, we will strengthen our capacity to serve," says RI President John Kenny.

To qualify for the citation, clubs must meet the criteria Kenny has set for both service and membership.

For the membership goal, clubs must achieve a net increase of at least one member.

For the service requirement, clubs must complete an activity in three of the six categories that reflect priorities of the strategic plan: polio eradication, public image, service, membership, vocational service, and leadership.

**"I am confident that by working together through the strategic plan, we will strengthen our capacity to serve."**

RI President John Kenny



Clubs must complete these requirements between 1 July and 31 March.

Interact and Rotaract clubs may also earn a Presidential Citation by completing two activities from any of the six categories or by participating significantly in two activities with their sponsor club. District

governors will receive special recognition if half or more of the clubs in their district earn the citation.

To be eligible, clubs must submit their certification forms and those of the Rotaract and Interact clubs they sponsor to their district governor by 31 March. The governor's list of certified clubs must be received at RI World Headquarters by 15 April.

The *Presidential Citation Brochure 2009-10* (900A-09), available for download on the RI Web site, offers details.

# Rotarians shift strategy to raise funds in tough times

Rotarians are using innovative fundraising strategies to overcome difficult economic times. The Rotary Club of Stockton Delta, California, USA, for example, has doubled the number of holiday turkey meals it provides to the needy by taking a more frugal approach.

"Instead of having a more elaborate holiday dinner, we spent half the cost we normally do so more people could go," says 2008-09 club president Dudley Drake Jr. With the savings, the club was also able to help fund uniforms for a school serving low-income students.

The Rotary Club of Fuquay-Varina, North Carolina, has taken a similar approach, replacing its annual Education Classic golf tournament, which suffered dwindling sponsorship, with several smaller events that have lower overhead costs.

Mark von Hoetendorff, a past governor of District 5160 (California), sees an upside to the economic downturn, with "more club fundraising on a smaller scale to offset the [reduced] individual contributions," he says. "I'm also seeing Rotary clubs go after corporate contributions at a much higher level than they have in the past."

Kenneth Masson, 2008-09 president of the Rotary Club of Merrimack Valley Area, Lowell, Massachusetts, doesn't believe that tough economic times are enough to stop Rotarians from helping others. "Rotary has always come to the aid in a crisis, whether it's a flood or polio," he says.

"This is not roll over and play dead time," echoes Beth Huber, president of the Rotary Club of Wilmington, Ohio. "This is roll up your sleeves and get things done time."

## Rising to the challenge

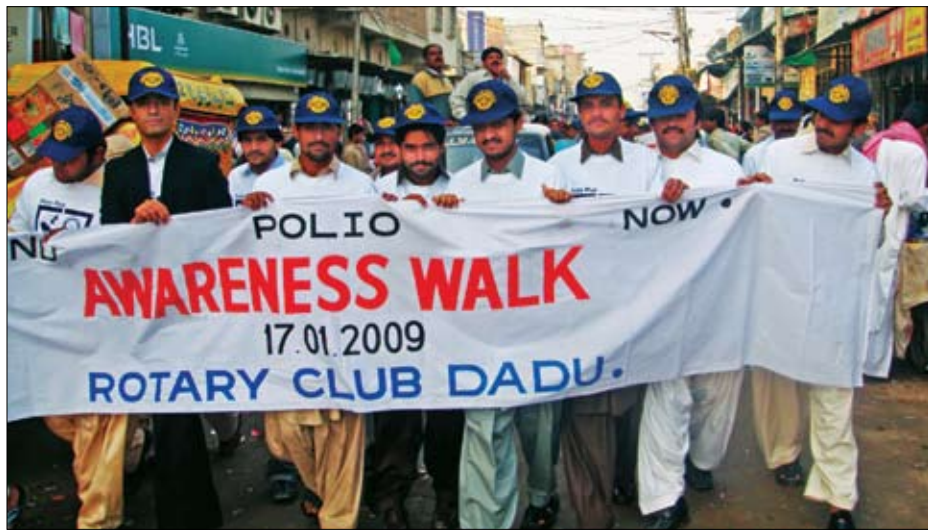
Rotarians around the world have been hard at work to meet Rotary's US\$200 Million Challenge.

- Rotary clubs in District 1240 (England) carried out Purple Pinkie Week 23 February-1 March to gain support for the challenge. Rotarians painted donors' pinkies, conducted quiz nights, and held fundraisers at schools, shopping centers, and railway stations, netting \$28,600.
- The Rotary Club of Madras Down Town, Tamil Nadu, India, raised more than \$15,000 for Rotary's challenge through the Mumbai marathon in January. The club secured more than 100 sponsors worldwide for Suresh Shivaram, who completed the 26-mile race in four hours and 39 minutes.
- The Rotarian's Wine Appreciation Fellowship matched the first 50 donations of \$100 it received from fellowship members, raising \$10,000.
- An End Polio Now car magnet project, initiated by the Rotary Club of Washago and Area-Centennial, Ontario, Canada, raised more than \$4,000.



Above, left: British Rotarians raised more than US\$28,000 during Purple Pinkie Week.

Above: Mumbai marathon runner Suresh Shivaram and the Rotary Club of Madras Down Town, Tamil Nadu, India, raised \$15,000 for Rotary's challenge.



Members of the Rotary Club of Dadu, Sind, Pakistan, walk to boost awareness of polio.

## Pakistan, Afghanistan fight polio together

Health officials from Pakistan and Afghanistan have agreed on joint strategies for stopping the transmission of the poliovirus across their borders.

The agreement, reached at a February meeting in Islamabad, Pakistan, included input from Rotary International, the World Health Organization, UNICEF, and other nongovernmental organizations. Among the participants were national PolioPlus committee chairs Abdul Haiy Khan of Pakistan and Dr. Ajmal Pardis of Afghanistan.

"We need to consider Pakistan and Afghanistan as one block when it comes to fighting polio. Our issues and challenges are the same, and thus their solutions are similar," said Dr. Altaf Bosan, head of Pakistan's polio eradication program.

**"Our issues and challenges are the same, and thus [our] solutions are similar."**

Dr. Altaf Bosan

Under the agreement, the condition and visibility of vaccination posts at border crossings will be improved through

- Joint appointment of community influencers to overcome security issues
- Micro-planning of immunization efforts and mapping of border areas by the two countries
- Regular contact among health officials and exchange of technical data
- Assessment of the need for establishing new vaccination posts in the border areas

Dr. Taufeeq Mashal, Afghanistan's director-general of health, said that health authorities are working to engage all stakeholders, including antigovernment elements, to reach the maximum number of children.

"The children of the region and the world look toward us for redoubling efforts to root out polio," said Mashal, adding that the two countries could expand their cooperation beyond joint health initiatives.

## World Polio Day an opportunity to promote Rotary's challenge



World Polio Day, 24 October, is an ideal time to raise public awareness of the ravages of polio and support for its eradication.

Communities are more likely to contribute to Rotary's US\$200 Million Challenge for polio eradication if they know that ending the disease will spare children forever from death and disability caused by polio and save an estimated \$1 billion per year that could be spent on overcoming other public health concerns.

Rotary clubs and districts can use World Polio Day, which falls on a Saturday this year, to launch or conclude a full week of activities. Clubs could arrange screenings of *The Final Inch* at one or more community theaters, for example. This Academy Award-nominated, 38-minute documentary (available at [www.thefinalinch.org](http://www.thefinalinch.org)) follows health workers, including Rotarian volunteers, as they immunize children in India.

Clubs can also encourage local news outlets to run polio-related public ser-

vice announcements. *Rotary's US\$200 Million Challenge DVD* (985) includes the broadcast-quality PSAs *The End Is in Sight* and *The Last Hurdle*, among other materials.

Other ideas include distributing the illustrated *Amazing Stories of Polio!* (976) at schools and libraries, and giving *End Polio Now Pins* (988) to those who donate to Rotary's challenge.

World Polio Day commemorates Jonas Salk, who was born on 28 October and developed the original polio vaccine.



In a scene from *The Final Inch*, members of an immunization team carry oral polio vaccine to a village in India.

## What's wrong with this Rotary emblem?



**Just about everything, from its color scheme to its missing keyway.**

The Rotary emblem is the one graphic element that universally identifies Rotary clubs and their members in every part of the world. It tells visitors to a town that a Rotary club meets there, identifies projects sponsored by Rotary clubs and districts, and puts the Rotary brand on club and district Web sites and publications.

As a key part of Rotary's public image, the emblem should be displayed correctly at all times. Among the guidelines for proper usage: Never cut, obscure, distort, obstruct, or rotate the wheel. Use the official Rotary colors of royal blue and gold for any color representation. And never delete or replace the words Rotary

International or delete or fill in the keyway.

Correct use of the Rotary name is also important. Taken alone, the name Rotary refers to Rotary International. To make the distinction clear, always identify your sponsoring club, district, or other Rotary entity in project names, signage, and Web site domain names and never use the prefix Rota- or any other alteration of the word Rotary.

RI offers tools to help Rotarians use the name and emblem correctly. You can download the *RI Visual Identity Guide* for policy and design guidelines and Rotary logos at no charge. You can also purchase the guide (547) for US\$4 and the Rotary logos CD (234), which includes the Rotary emblem and logos for RI and Rotary Foundation programs, for \$5.



Correct usage of the Rotary emblem

## BY THE NUMBERS

**1,221,880** Rotarians worldwide | **531** Rotary districts\* | **33,334** Rotary clubs  
**7,577** Rotaract clubs | **174,271** Rotaract members  
**11,920** Interact clubs | **274,160** Interact members  
**6,618** Rotary Community Corps | **152,214** RCC members

\*As of 1 July 2009. All other figures as of 31 March 2009.

# Lessons from the field: Pointers from a 3-H project in Uganda

**P**overty. Illiteracy. Hunger. Disease. Tackling any one of these issues can be daunting — undertaking all of them can be overwhelming. But with help from a Health, Hunger and Humanity (3-H) Grant from The Rotary Foundation, the Rotary clubs of Muyenga, Uganda, and Genk-Noord, Belgium, are doing just that in one Ugandan village.

In January, the clubs officially launched a multiyear project in Kasamu-Kyali parish in Uganda's Mpigi District. Funded by a 3-H grant of US\$227,508 and contributions of \$38,400, the project will improve the lives of 4,000 villagers by providing treated mosquito nets; agricultural supplies and livestock; vocational training and equipment, including sewing machines; water boreholes and pumps; and educational materials and uniforms.

For clubs considering such a large project, coordinators Marc Molemans, of the Genk-Noord club, and Francis Mukasa, of the Muyenga club, share some of the lessons they've learned.

**Planning** Include villagers in meetings early on to identify specific goals and gain support. "The community wanted to fight malaria, to raise goats and not pigs, and to provide free schooling for orphans," Mukasa says.

**Communication** The clubs had already worked together on several Matching Grant projects. "A solid foundation and regular e-mail communication made our work easier," Molemans says.

Both men agree that working with the Foundation's 3-H grant coordinator (every grant is assigned one) was invaluable. "She drew our attention to points we had overlooked and made us find answers to questions we hadn't considered," Mukasa says.

**Sustainability** The organizers formed partnerships with Heifer International, Uganda's Ministry of Health, and the Mpigi district and town councils, which pledged to support the project after it



Roger Caestecker

Clubs in Belgium and Uganda are together bringing health and bounty to impoverished villagers.

officially ends. Not all of them could provide resources, but their support gives the project credibility, Mukasa says.

**Rotary Community Corps** "What really worked well for us was forming subcommittees in the RCC," Mukasa says. Each of 10 subcommittees oversaw a different aspect of the project, including finance, livestock, and water distribution.

**Budgeting** One of the most challenging aspects of the project was budgeting. "You tend to forget the details when you're budgeting for a big project like this," Mukasa says. For example, they included 10 sewing machines in their budget, but not chairs to sit on.

Before you submit your budget, Mukasa recommends visiting the project site with an expert in the field, if possible, who can help you identify any omissions.

## ROTASTAT

- 6.6 percent**  
Infant mortality rate in Uganda
- 20 percent**  
Children under five in Uganda who are moderately or severely underweight
- 20.5 percent**  
Children in Kasamu-Kyali parish who are malnourished
- 260 per 100,000 people**  
Malaria prevalence rate in Uganda
- 350 per 1,000 people**  
Annual malaria incidence rate (including people afflicted multiple times) in Kasamu-Kyali parish
- 40 percent**  
Infant deaths in Kasamu-Kyali parish attributable to malaria
- US\$340**  
Per capita annual income in Uganda
- US\$179**  
Per capita annual income in Kasamu-Kyali parish

Sources: CIA World Factbook; Mpigi Town Council, Uganda; UNICEF; World Bank



Photo courtesy of Corbett Parker

Corbett Parker (first row, kneeling) and members of the Rotary Club of Houston Skyline, Texas, USA, pitch in on the club's Habitat for Humanity day.

## Former scholar starts young, diverse club

Just two years after completing his Rotary Foundation Ambassadorial Scholarship, Corbett Parker, 28, started the diverse Rotary Club of Houston Skyline, Texas, USA.

Parker, who studied in the Netherlands in 2005-06, has long identified with Rotary. "I believe that knowledge calls, ultimately, for a life of service," he says.

After completing law school, Parker took a job as an attorney in downtown Houston, an area underserved by Rotary. When he talked with local Rotarians to see how he could keep Rotary in his life, he saw an opportunity: Bring Rotary back to Houston's downtown area, and attract young professionals who work there.

**"To have more Rotarians like Corbett would be a district governor's dream come true."**

Rhonda Kennedy

Chartered in June 2008, the club now has 32 members, who range in age from 23 to 50 and include Latin and African

Americans as well as immigrants from Africa, Eastern and Western Europe, and South America. Five Foundation alumni, including Past District Governor D'Lisa Simmons, also have joined.

Parker, the club's charter president, brings a fresh approach to Rotary club meetings, which take place over cocktails in the evening to accommodate members' work schedules. Club members under age 35 pay lower club dues. Outside meetings, fellowship continues through text messaging and social networking Web sites like Facebook and LinkedIn.

For Parker, Rotary club meetings mean more than a meal and guest speakers. "We get together and talk about each other's lives and how we can go out and make a difference together in a profound way," he says. The club's service projects include collaborating with the local Habitat for Humanity chapter.

"Corbett is one of those Rotarians who knows what needs to be done and just does it — without having to ask him," says Rhonda Kennedy, past governor of District 5890. "To have more Rotarians like Corbett would be a district governor's dream come true."

## WORTH REPEATING

"Not every Rotarian realizes that every dollar, pound, yen, and euro in our Foundation's accounts comes from voluntary donations. None of it — absolutely none — comes from dues."

— Glenn E. Estess Sr., 2009-10 Rotary Foundation trustee chair, at the 2009 International Assembly in San Diego, California, USA

## Food technologist Alex Buchanan receives Foundation's highest alumni honor

Alex Buchanan says that knowing he has helped nourish millions of children in developing countries gives him "a pretty good feeling." A food technologist and member of the Rotary Club of Melbourne, Victoria, Australia, Buchanan, 75, created the high-protein Australian milk biscuit and the high-energy biscuit, which are staples of his country's international food aid.

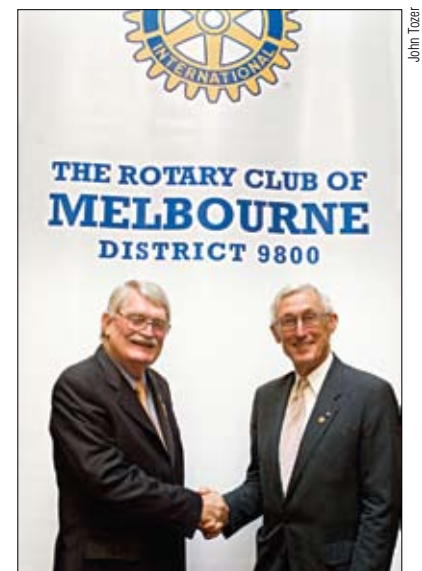
While he was with the Australian Department of Foreign Affairs (now the Department of Foreign Affairs and Trade), Buchanan also developed an affordable infant food made from rice and soy flour that is commercially produced in Thailand. Earlier this year, he was appointed a Member of the Order of Australia for his service to food science and technology, and to the community.

For these and many other accomplishments, The Rotary Foundation presented Buchanan with the 2008-09 Global Alumni Service to Humanity Award. He accepted the award at the 2009 RI Convention in Birmingham, England, saying that he was "surprised and delighted" when first notified of the honor.

The Global Alumni Service to Humanity Award was created to honor outstanding former Foundation program participants whose extraordinary service to humanity and professional achievements exemplify the Rotary ideal of Service Above Self.

Buchanan's connection with Rotary

**"I was drawn to Rotary because it changed my life with the opportunity to work, travel, and study."**  
Alex Buchanan



John Toner

Alex Buchanan (right) with 2008-09 Regional Rotary Foundation Coordinator Don Jago, who nominated Buchanan for the Global Alumni Service to Humanity Award.

began when he was a 1959-60 Ambassadorial Scholar at Iowa State University in the United States. He has since helped obtain Foundation Matching Grants on behalf of the Melbourne club for service projects in Cambodia, the Democratic Republic of Timor-Leste, and India. A Paul Harris Fellow, he has also worked closely with Past RI President Royce Abbey in establishing the Royce and Jean Abbey Endowment Fund through The Rotary Foundation, which has provided scholarships to 10 students from developing countries for agricultural training in Australia since 2001.

"I was drawn to Rotary because it changed my life with the opportunity to work, travel, and study," Buchanan says.