

the

rotarian

www.rotary.org

July 2017

**Meet the new
RI president,
Ian Riseley, and
his wife, Juliet**





THE BEST

PURE COTTON

NON-IRON

DRESS SHIRT

BAR NONE.

YOU
SAVE
70%

UNBEATABLE
INTRODUCTORY
OFFER

\$24.95

REG \$89.50

PLUS,
FREE MONOGRAMMING
REG \$10.95

ADD THIS TIE FOR JUST \$19.95
REG \$72.50

PAULFREDRICK.COM/BEST • 800.309.6000 PROMO CODE T7MPRA

WHITE 100% COTTON PINPOINT / NEAT WRINKLE-FREE WEAR / EASY NON-IRON CARE
4 COLLAR STYLES / BUTTON OR FRENCH CUFF / REGULAR, BIG & TALL & SLIM FIT

GUARANTEED PERFECT FIT.
FREE EXCHANGES. EASY RETURNS. NEW CUSTOMER OFFER. LIMIT 4 SHIRTS.
IMPORTED. SHIPPING EXTRA. EXPIRES 8/31/17.

Paul Fredrick

DEAR FELLOW ROTARIANS,

There are as many reasons to come to Rotary as there are Rotarians – maybe even a few more. But each of us has stayed in Rotary because it adds something to our own lives. Through Rotary, we are *Making a Difference* in the world; and the more involved we become, the more of a difference Rotary makes to each of us. Rotary challenges us to become better people: to become ambitious in the ways that matter, to strive for higher goals, and to incorporate Service Above Self into our daily lives.

What kind of difference Rotary clubs and individual Rotarians make through their service will always be their own decision. As an organization, we are guided by the three strategic priorities our Board has set in our strategic plan: to support and strengthen our clubs, to focus and increase our humanitarian service, and to enhance Rotary's public image and awareness.

In the year ahead, our clubs will have the support of a greatly augmented array of online tools, including a refreshed Rotary.org, a simplified Rotary Foundation grant application process, an improved My Rotary experience, and a rebuilt Rotary Club Central. As we look to strengthen our clubs, two specific challenges stand out in our membership: our gender balance and our average age. To keep our clubs strong, we need to build a membership that reflects the communities we serve and that will continue to develop knowledgeable leaders for generations to come.

For many years, one idea has stood at the heart of all our service: sustainability. Sustainable service means our work continues to have a positive impact long after Rotary's direct involvement has ended. We don't dig wells and walk away; we make sure communities can maintain and repair those wells. If we build a clinic, we make sure that clinic has a way to keep running without ongoing support from us. And when it comes to polio, we aren't working to contain it; we're working to end it.

Eradicating polio is the ultimate in sustainable service. It is an investment that will yield not just a long-lasting but a *permanent* benefit, on a global scale. It is and must remain our No. 1 priority until the job is done.

For 112 years, Rotary has made a difference to more lives, in more ways, than we can ever count or will ever know. Today, each of us bears a torch, its flame lit by Paul Harris, that has been passed forward from generation to generation, in Rotary: *Making a Difference*.



IAN H.S. RISELEY

President, Rotary International



ON THE WEB

Speeches and news from
RI President Ian H.S. Riseley at
www.rotary.org/office-president







contents

Vol.196 No.1

FEATURES

30 The social networker

Ian H.S. Riseley brings his gift for putting people together to his work as Rotary's president.

By Hank Sartin

40 Rising star

Tradition meets flexibility at this high-energy Texas club.

By Kevin Cook

48 Can capitalism save the world?

Businesses are increasingly pursuing purpose alongside profit.

By Andrew Baker

DEPARTMENTS

6 Letters

11 Up front

- A moveable feast
- Q&A: Saif Qureishi on not-so-selfless giving
- From Tanzania to Minnesota in student exchange

22 Calendar

53 Insider

- New sanitation agency in Ghana
- Apply yourself: Committee openings
- Magazine awards honor *The Rotarian*

COLUMNS

1 President's message

The ultimate in sustainable service

8 Editor's note

23 Culture

The gathering strum

26 Technology

Mesmerizing passwords

57 Trustee's message

60 Crossword

64 Last look

➔ ON THE COVER

Down-to-earth, Down Under.
(Photography by Monika Lozinska)



LEFT Juliet and Ian H.S. Riseley grow flowers, fruits, and herbs in their garden. (Photography by Monika Lozinska)



JOHN REZEK Editor in chief
JENNIFER MOODY Art director
JENNY LLAKMANI Senior editor
HANK SARTIN Senior editor
DIANA SCHOBERG Senior editor
VANESSA GLAVINSKAS Contributing editor
NANCY WATKINS Copy editor
MARC DUKES Production manager
JOE CANE Design & production assistant
MARK DURAN Research editor
CYNTHIA EDBROOKE Senior editorial coordinator
MAY LI Circulation manager
JWK MEDIA GROUP Advertising representatives

Ad inquiries: sales@jwkmediagroup.com

JWK MEDIA GROUP FLORIDA - 954-406-1000
212 SE Eighth St., Suite 101, Fort Lauderdale, FL 33316

JWK MEDIA GROUP NEW YORK - 212-292-3718
1271 Avenue of the Americas, 43rd floor, New York, NY 10020

Send ad materials to: Marc Dukes, *The Rotarian*, One Rotary Center,
1560 Sherman Ave., 14th floor, Evanston, IL 60201; phone 847-866-3092;
email adv@rotary.org

Media kit: www.rotary.org/mediakit

To contact us: *The Rotarian*, One Rotary Center, 1560 Sherman Ave.,
Evanston, IL 60201; phone 847-866-3206; email rotarian@rotary.org

Website: therotarian.com

To submit an article: Send stories, queries, tips, and photographs by mail
or email (high-resolution digital images only). We assume no responsibility
for unsolicited materials.

To subscribe: Twelve issues at US\$12 a year (USA, Puerto Rico, and U.S. Virgin
Islands); \$16 a year (Canada); \$24 a year (elsewhere). Contact the Circulation
Department (phone: 847-424-5217 or -5216; email: data@rotary.org)
for details and for airmail rates. Gift subscriptions available at the same rates.

To send an address change: Enclose old address label, postal code, and
Rotary club, and send to the Circulation Department or email data@rotary.org.
Postmaster: Send all address changes to Circulation Department, *The Rotarian*,
One Rotary Center, 1560 Sherman Ave., Evanston, IL 60201.
Call the Contact Center: USA, Canada, and Virgin Islands (toll-free) 866-976-8279.
Elsewhere: 847-866-3000, ext. 8999.

Unless otherwise noted: All images are copyright ©2017 by Rotary International
or are used with permission.

Published monthly by Rotary International. *The Rotarian*® is a registered trademark of Rotary International.
Copyright ©2017 by Rotary International. All rights reserved. Periodicals postage paid at Evanston, Ill., USA,
and additional mailing offices. Canada Publications Mail Agreement No. 1381644. Canadian return address:
MSI, PO Box 2600, Mississauga ON L4T 0A8. This is the July 2017 issue, volume 196, number 1, of
The Rotarian (ISSN 0035-838X). Publication number: USPS 548-810.

General Officers of Rotary International 2017-18

President

IAN H.S. RISELEY Sandringham, Australia

President-elect

SAM F. OWORI Kampala, Uganda

Vice President

HENDREEN DEAN ROHRS Langley Central, B.C., Canada

Treasurer

MIKAEL AHLBERG Ölands Södra, Sweden

Directors

GÉRARD ALLONNEAU Parthenay, France

JORGE AUFRANC Guatemala Sur, Guatemala

BASKER CHOCKALINGAM Karur, India

CORNELIU DINCĂ Craiova, Romania

JAMES RONALD FERRILL Martinsville, Va., USA

PETER IBLHER Nürnberg-Reichswald, Germany

KEIICHI ISHIGURO Tsuruoka West, Japan

ROBERT C. KNUEPFER JR. Chicago, Ill., USA

JOHN C. MATTHEWS Mercer Island, Wash., USA

EUN-SOO MOON Cheonan-Dosol, Korea

TADAMI SAITO Toyota, Japan

BRIAN A.E. STOYEL Saltash, England

NOEL J. TREVASKIS Bega, Australia

GREGORY F. YANK O'Fallon, Ill., USA

PAULO AUGUSTO ZANARDI Curitiba-Cidade Industrial, Brazil

JOHN HEWKO General Secretary
Kyiv, Ukraine

Trustees of The Rotary Foundation 2017-18

Chair

PAUL A. NETZEL Los Angeles, Calif., USA

Chair-elect

RON D. BURTON Norman, Okla., USA

Vice Chair

BARRY RASSIN East Nassau, Bahamas

Trustees

ÖRSÇELİK BALKAN Istanbul-Karaköy, Turkey

WILLIAM B. BOYD Pakuranga, New Zealand

BRENDA M. CRESSEY Paso Robles, Calif., USA

**MÁRIO CÉSAR MARTINS
DE CAMARGO** Santo André, Brazil

MARY BETH GROWNEY SELENE Madison West Towne-Middleton, Wis., USA

SUSHIL GUPTA Delhi Midwest, India

GARY C.K. HUANG Taipei, Taiwan

SEIJI KITA Urawa East, Japan

K.R. RAVINDRAN Colombo, Sri Lanka

KENNETH M. SCHUPPERT JR. Decatur, Ala., USA

MICHAEL F. WEBB Mendip, England

YOUNG SUK YOON Seoul Hoehyon, Korea

JOHN HEWKO General Secretary
Kyiv, Ukraine

MEMBER RESOURCES

ADD UP

Rotary's Brand Center has a new formula to connect with prospective members



CUSTOMIZE

your club brochure with your own photos and content

CREATE

your own promotional cards to showcase your youth activities

CONNECT

with your community and give them even more reason to join Rotary



www.rotary.org/brandcenter



Loud speakers

I found the column “Do Tell: How to Bring Out the Power of Your Personal Story” in the April issue, by Barbara Brotman, to be excellent. I think it should be required reading for governors-elect, who, when visiting their clubs, need to tell a story that,

in the writer’s words, “has power.” Fortunately, early in my governor training, I had an excellent speech coach who fostered much of what this column is about. Thank you for including this in *The Rotarian*; it reinforced the value of telling a story with power.

Carl Kruse
Poway, Calif.

Goals and giggles

I’ve just finished reading the April issue. *The Rotarian* always arrives on the last day of the month, just in time for the first day of the next month. How do you do that?

The “Driven to Serve”

article impressed me for two reasons: the scope of the work and lives that were touched by the project, and how many young Rotarians and Rotaractors were in the photographs. With so many young people involved in Rotary on the West Coast, its future is in good hands.

I got the biggest chuckle out of Steve Almond’s “Long Story Short” essay on emojis. That guy knows the culture so well. My daughter sends me emojis all the time, and I rarely interpret them correctly. I mean, what are you supposed to make of a top hat, igloo, or flying bat anyway?

Keep me reading and laughing. And thanks.

Michael J. Miller
Delaware, Ohio

Caustic greens

I read the March issue with great heart and hope – in particular the story about the many clubs that are banding together to battle the toxic algae contaminating Lake Erie [“Watershed Moment”]. As a Rotarian, I have participated in efforts ranging from replacing lightbulbs throughout our community with energy-efficient bulbs to filling two huge shipping containers of donated clothes, shoes, medical supplies, and more for Syrian refugees. The power of many bound by good intentions is humbling.

Now we face the biggest challenge of Rotary’s history. The blue-green algae blooms that have appeared throughout the world in previously clean waters cannot be addressed outside of their causes. The greenhouse gases we have created through the overuse of fossil fuels are threatening life on this planet – from the melting of glaciers and ice caps, accelerating the release of megatons of methane, to increasingly extreme weather conditions, to the multiplication and mutation of disease-carrying insects.

Can Rotary galvanize its power for good and create models that will enable our world to shed the dangers of fossil fuel burning? This is

the challenge, and it must happen quickly. Are we up to it?

Judith Black
Marblehead, Mass.

Bird watchers

I spent part of my career in eldercare and really enjoyed connecting with individuals who had so much to share. I now volunteer at a social service agency in West Hartford, Conn., as a visitor to the homebound. Unfortunately, some of the individuals I see are very isolated with few friends or relatives. They are unable to shop or socialize away from home, having lost the independence they once treasured.

Most of the people I have been paired with have been interested in talking about world issues, their families, and their lives. But then I was paired with Rich, who had earned his Ph.D. in physics at Harvard University. His daughter told me he had been a Renaissance man: that he painted, played several musical instruments, and loved birds. After he suffered a stroke a year ago, he had much more difficulty getting around, and sadly, it affected portions of his brain that dealt with speech, language, and memory.

During my visits, we spent hours looking at pictures of birds. A lightbulb went on over my head after I read the March issue: I immediately thought of how much Rich would love to see Chicago artist Tony Fitzpatrick’s bird collages featured as

part of the “Rare Birds” stories. He thought the pictures were beautiful, loved the bird renderings, and pointed out the musical notes. We spent a lot of time on every detail. He so enjoyed these pictures, and I am sure we spent more time on this portion of the magazine than any other readers.

I guess we can never fully realize the different ways Rotary can make the world better. In this case, for one person who has had so much taken away from him, this article and these pictures brought so much pleasure to a wonderful man.

Eileen Rau
West Hartford, Conn.

Book report

“Maintaining Focus” in the March issue featured 12 books related to Rotary’s areas of focus. I bought every one of them. So far they have been exceptional, or so I think; a few of them are in areas that I am not quite familiar with, so I’m not sure how reflective of reality they are. One thing I do know, however, is education. *Helping Children Succeed* by Paul Tough is a must read, but I found *Substitute: Going to School with a Thousand Kids* by Nicholson Baker to be an odd choice, not seemingly supportive or illustrative of education at all. I don’t believe that spending several months as a substitute teacher in a small, rural Maine district gives him the

authority to offer a universally useful “penetrating inquiry about what education today is and is not.” Mr. Baker tells good stories, but very little of his narrative is indicative of what a real teacher in his or her own classroom accomplishes every day.

Deborah Hage
Silverthorne, Colo.

Youth advantage

A letter from Holly Callen in the March issue prompted me to write about my introduction to Rotary, which began at an unusually young age.

I was 26 in 1954, when I was an assistant to the owner of a small company that held the rights to distribute Texaco petroleum products in the northwest part of Alberta.

On a rainy September Monday, my employer invited me to join him at his weekly club luncheon. While walking to the meeting place, he said: “By the way, we’re both sitting at the head table. I’ve proposed you for Rotary membership, and you’ve been accepted.”

That day I became a member of Rotary. I was now part of a group of local movers and shakers (all much older than me) who I soon learned had the best interests of their community at heart.

Three years later, my wife and I attended our first of many Rotary district conferences. I then became

aware of what I’ve since referred to as “the big picture of Rotary,” and that was when I felt I could honestly call myself a Rotarian.

As a Rotarian for over 62 years, I would like to comment on what Rotary has done for my wife and me. The list is impressive and endless. Our love of travel in foreign lands has been enhanced through contacts with local Rotarians. And even today, Rotary continues to provide us with an interest, and a life, which we treasure.

Finally, my purpose in sending this letter is to implore every Rotarian to consider giving the young

persons of your acquaintance – employees, business contacts, friends, as well as family members – the same priceless gift my mentor gave me. Give it to them now while they are young, before life patterns become fixed: the gift of a life full of friendship and fun, a life with a purpose, a life worth living.

Harold V. Tipper
Edmonton, Alta.

The editors welcome comments on items published in the magazine but reserve the right to edit for style and length. Published letters do not necessarily reflect the views of the editors or Rotary International leadership, nor do the editors take responsibility for errors of fact that may be expressed by the writers.



Follow us to get updates, share stories with your networks, and tell us what you think.

The Rotarian, One Rotary Center, 1560 Sherman Ave., Evanston, IL 60201 USA

WEBSITE therotarian.com

EMAIL yourletters@rotary.org



twitter.com/therotarian



facebook.com/therotarianmagazine

SERVICE ABOVE SELF



The Object of Rotary

THE OBJECT of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

FIRST The development of acquaintance as an opportunity for service;

SECOND High ethical standards in business and professions, the recognition of the worthiness of all useful occupations, and the dignifying of each Rotarian's occupation as an opportunity to serve society;

THIRD The application of the ideal of service in each Rotarian's personal, business, and community life;

FOURTH The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service

The Four-Way Test

OF THE THINGS we think, say, or do:

- 1) Is it the **TRUTH**?
- 2) Is it **FAIR** to all concerned?
- 3) Will it build **GOODWILL** and **BETTER FRIENDSHIPS**?
- 4) Will it be **BENEFICIAL** to all concerned?

Rotarian Code of Conduct

The following code of conduct has been adopted for the use of Rotarians:

AS A ROTARIAN, I will

- 1) Act with integrity and high ethical standards in my personal and professional life
- 2) Deal fairly with others and treat them and their occupations with respect
- 3) Use my professional skills through Rotary to: mentor young people, help those with special needs, and improve people's quality of life in my community and in the world
- 4) Avoid behavior that reflects adversely on Rotary or other Rotarians

editor's note

When someone asks you about Rotary, what do you say? Do you talk about your club or do you describe the good works Rotary does out in the world? Do you try to cram both thoughts into the same sentence? Do you talk about the friends you've made? Or do you tell stories about what it's like to participate in local or international projects?

We've heard Rotary described as a membership organization that behaves like an NGO. Rotary has partnerships with the World Health Organization, the Bill & Melinda Gates Foundation, the U.S. Centers for Disease Control and Prevention. We are represented at the United Nations. We are players on the world stage.

We are also the people next door who want to be good neighbors. We are people whose focus is on our clubs and who get satisfaction from helping out close to home. We are people for whom Rotary is a source of lifelong friendships.

“We are players on the world stage. We are also the people next door.”

Rotary President Ian H.S. Riseley is a walking endorsement for Rotary as a place to make connections. For “The Social Networker,” senior editor Hank Sartin and photographer Monika Lozinska visited Ian and his wife, Juliet (also a Rotarian), in Australia. “I’d love to say that it was the projects and things that Rotary did that won me over, but that’s not correct,” Ian said about his decision to join. “It was being involved with people who obviously were the absolute business elite in the area.” But before long, Rotary became much more to him – eventually, Juliet joked to him that too many of his friends were Rotarians.

Rotary’s success is measured, in part, by the number of new members who decide to join and current members who decide to stay. This means clubs and club experiences must provide what members are looking for. That’s why Rotary’s Council on Legislation voted in 2016 to give clubs more flexibility in how they operate.

This month, Kevin Cook – who has written about Rotary so much in the past few years that he became a member himself – profiles an interesting club he visited recently. Six civic leaders (five of them Rotarians) scrolled through their phone contacts looking for likely candidates for a new club and held planning sessions to brainstorm how the club should operate. In August 2015, the Rotary Club of Cross Timbers, Texas, was chartered with 62 members brimming with energy and innovation. Turn to “Rising Star” to read about what may be a new paradigm for Rotary membership – then let us know how your club is taking advantage of Rotary’s new flexibility at club.innovations@rotary.org. We’ll be highlighting other innovative clubs in future issues.



A handwritten signature in dark ink, appearing to read "John Rezek".

JOHN REZEK



An estimated 5.9 million children under the age of five die each year

because of malnutrition, inadequate health care, and poor sanitation — all of which can be prevented in the future with your gift to Rotary today.

Rotary provides education, immunizations, birth kits, and mobile health clinics so mothers and children can live longer and grow stronger.

GIVE TODAY: www.rotary.org/donate



END POLIO NOW

WITH THE WASHINGTON NATIONALS

Raise funds all summer long with the Washington Nationals! For each ticket sold using the exclusive discount code, the Nationals will make a donation to Rotary's PolioPlus program. To purchase, visit nationals.com/VIP and use code **EndPolio**.



Join other Rotarians to enjoy a Washington Nationals game together! Every ticket includes a \$10 concession credit and a \$5 donation to Rotary's PolioPlus campaign.



SATURDAY, AUGUST 26
4:05 PM

LF CORNER TICKETS

\$41

nationals.com/EndPolio

The Washington Nationals may expand its use of netting. No refunds or exchanges. Ticket brokers are not eligible for this offer.

For groups of 13 or more, please contact:

Jennifer McCarty // 202.640.7648 // jennifer.mccarty@nationals.com

up front

A moveable feast

SUSANNE REA

Rotary Club of Cairns Sunrise, Australia

When Susanne Rea became polio chair of Rotary District 9550 in Queensland, Australia, she was living a quiet retirement of reading books and gardening. But as she brainstormed ways to engage her fellow Rotarians in the campaign to end polio, she had an idea, and her life changed completely. In 2014, Rea founded World's Greatest Meal, a program in which Rotarians host meals, anything from two people having lunch to elaborate gourmet dinners, and ask for donations. WGM started small but has grown enormously, and, with matching funds from the Bill & Melinda Gates Foundation, WGM has raised over \$7 million to date. To keep the momentum alive, Rea reverse-mortgaged her house and embarked on a world tour, speaking, vaccinating, and motivating across 32 countries. She pays her own way, and local Rotary members host her whenever possible. "We raise awareness as well as funds," she says. "I spend a lot of time explaining what goes on in Pakistan with the training of the polio workers." Rea is a childhood polio survivor herself, but she doesn't focus on that. Instead, her motivation is to make an impact during her retirement. Some meals bring in a lot of money, but Rea says the number of participants is more important. "A big donation is wonderful," she says. "But my idea is that it's giving back polio eradication to the ordinary Rotarian, or grassroots Rotarian as I like to call them, because no Rotarian is ordinary." - JACOB MESCHKE



COURTESY OF SUSANNE REA



CONVENTION

See you next year

You've barely unpacked from Atlanta, but it's not too soon to start thinking about next June, when the Rotary International Convention will be held in Toronto.

Toronto is a cosmopolitan city. Over 140 languages and dialects are spoken there. Half of Toronto residents were born outside Canada, and immigrant communities shape the city's personality.

Forget your assumptions about Canadian food; it's more than poutine and maple syrup. Toronto has become a culinary destination city, with the cultural melting pot reflected in the fusion cuisine at many restaurants as well as authentic regional cuisine from around the world.

As you are strolling through the streets of Toronto, you might get the feeling that you've seen them before, and you probably have. The city is a center of film and television production, and streetscapes have been used to stand in for New York (*Moonstruck*), Chicago (*Chicago*), Boston (*Good Will Hunting*), and even Tokyo (*Pacific Rim*).

Toronto is a center of the performing arts. The National Ballet of Canada, Canadian Opera Company, Toronto Symphony Orchestra, and dozens of theater companies call the city home.

In Toronto, you really can find inspiration around every corner.

— HANK SARTIN

Register for the 2018 Rotary Convention in Toronto at riconvention.org.



DISPATCHES

Building community

The New Town neighborhood of Jacksonville, Fla., has been struggling for a long time, and it shows. In this area, creeks lie choked with old tires, jobs are few, and roughly 10 percent of the housing stock consists of abandoned or blighted homes.

"It seems like a stereotypical bad neighborhood," says Tony Brazell, past president of Jacksonville's First Coast Rotaract Club. But get to know it and its residents – as he and other Rotaractors are doing in partnership with Habitat for Humanity Jacksonville (also known as HabiJax) – and the view changes.

Each January for the past six years, the First Coast Rotaractors have spent a day volunteering their muscle, sweat, and time to help HabiJax build houses for New Town residents. Because HabiJax requires the people receiving the homes to donate a certain amount of labor as well, Rotaractors often find themselves working alongside neighborhood residents. "You end the day thinking, 'I'm glad I was part of that – helping someone make their neighborhood a better place,'" Brazell says.

Club Past President Brett Bell, who has been part of the HabiJax event each year since its inception, has fond memories of learning to frame windows, as well as the year that he and two other Rotaractors got into a friendly siding-hanging competition. (No report as to who won.)

The best part, though? "Just hanging out with the other Rotaractors and getting to know some of them better," Bell says. "At HabiJax, it's such a long day that you really get to know one another."

And not just one another. "On our most recent one, a guy walked through the site with a little dachshund," says Brazell. "Everyone wanted to play with this dog. So we got to talking to this guy, and he says, 'Oh, I'm just supervising your work. I helped build the HabiJax house across the street, and I just wanted to make sure you were treating my neighbors right.' That says a lot." —ANNE FORD

50

Percentage of New Town families who live below the poverty line

300 +

Number of New Town families who own houses acquired through HabiJax

\$16 million

Amount HabiJax has committed to the New Town neighborhood



THE TALENT AROUND THE TABLE

Embracing the joy of giving

Saif Qureishi began his association with Rotary nearly four decades ago when he was president of his school's Interact club in Mumbai. Two years later, he spent a year in the United States as a Rotary Youth Exchange student. Three years ago, he and his wife, Rauzat, were inducted into the Arch Klumph Society, a distinction reserved for those whose lifetime contributions to The Rotary Foundation total \$250,000 or more. Qureishi is the founding CEO of Mumbai-based KRYFS Power Components Ltd., and founder and trustee of KRYFS Charitable Trust. Rauzat is an acupuncturist. With the Foundation Trustees hoping to enroll 100 new AKS members in 2017 in recognition of the Foundation's centennial, Qureishi seems an ideal person to speak about the satisfaction that comes with giving.

THE ROTARIAN: In 1981, you came to the U.S. as part of the Rotary Youth Exchange. What impact did that experience have on your life?

QUREISHI: Being on a long-term exchange program at the age of 17 was nothing short of transformational for me. I went from Bombay (as it was called then), a city of almost 12 million, to a

small town called Towanda in Pennsylvania. I wanted to run back home. Fortunately, my father asked me to hang in there for a month and then decide. I not only hung in there, but I flourished in school and socially. By the time I returned to India in 1982, I had transformed from a shy, introverted teenager into a confident young adult.

TR: Could you talk about what giving has meant for you?

QUREISHI: I give not just because I want to help another or do good, which are noble reasons. I give because it energizes my life. We're all conditioned to look at most things in life from the perspective of "What's in it for me?" When you realize that your reason for giving is

also for yourself, it becomes second nature.

TR: What are some of the projects that your contributions have funded?

QUREISHI: We funded a center for children who have no hearing or sight, in partnership with an international NGO called Sense International. We bought a bus and provide educational equipment for a school for the physically challenged outside Mumbai. We modernized an eye hospital for the economically disadvantaged. We raised funds for about 120 pediatric heart surgeries, saving the lives of infants and children with a congenital birth defect.

TR: What do you say when you are trying to persuade someone to join Rotary?

QUREISHI: Rotary has changed the lives of many of us by making us better people – more compassionate and understanding – while giving us the opportunity to meet people from diverse segments of society. It has also changed the lives of those we have touched with our projects. I have many friends outside of Rotary, but the friends I have in Rotary all share a common goal: to do good in the world. That is a very powerful binder.

TR: Any advice you would like to share with Rotarians?

QUREISHI: Make giving a habit. Start small, like I did, but do it regularly. Inculcate the habit of giving in your children so they experience the power of giving. Our two daughters are far less materialistic than my wife or me, and I am really happy about that.

– PAUL ENGLEMAN

World Roundup

Rotary projects around the globe

1] TOGO



When an online friendship with a Togolese man underscored the limited access to washrooms in the West African nation, Doc Reiss decided to help find a solution. Reiss, a past president of the Rotary Club of Port Angeles (Norwester), Wash., donated \$2,000 toward self-composting concrete loos designed, in part, by the pen pal, Bedi Taouvik Boukari.

“One day, he said he was getting really tired of going to the bushes,” says Reiss. “I asked what he meant and he explained that there was no indoor plumbing.” Persistent flooding in the village, Zogbedji, prohibited outhouses. Reiss suggested self-composting toilets, and both began researching options. While commercially available self-composting toilets cost more than \$1,000, Boukari found and altered a design for a simple unit that cost about \$350, excluding labor.

Boukari built his first, which he dubbed a “dignity toilet,” for his family of seven and started making them for other local families. After eight had been completed, Reiss brought the project to his Rotary club, which provided another \$2,000. The local newspaper in Port Angeles wrote a front-page article about the endeavor. “Over \$4,000 came in from the public,” Reiss says.

by BRAD WEBBER

2

**Australian farmers
produce enough
food to feed
60 million people.**

2] CANADA



Dedicated to the Waterford River's vitality, the Rotary Club of Waterford Valley (Mount Pearl), N.L., has created pedestrian bridges and walkways. Now it is taking aim at safeguarding the waters from the perils of urban sprawl. The club's lobbying efforts paid off recently when the municipalities of Mount Pearl, Paradise, and St. John's implemented its recommendation that a comprehensive baseline study of the river, along with heightened efforts to clean the waterways, be undertaken. In January, the club unveiled a mobile interpretive booth and video designed to increase public awareness about environmental risks to the river.

3

**10.9% of Thais
live below
the poverty line.**

3] FRANCE



The Rotary Club of Pontarlier ramped up its assistance to a local nursing home and hospital by transforming a fallow patch of land into a 5-acre garden. The club raised nearly \$160,000 to install 220 trees and shrubs. It created distinct areas that include an aromatic "zone of relaxation" for the 240 residents and their guests, with a "small forest" to screen the gardens and absorb noise from a nearby road. The project, finished in June 2016, added wheelchair-accessible paths and eight benches. The club will continue to help fund maintenance of the grounds.

4

5] AUSTRALIA



Frustrated by wholesalers' lock on sales outlets for produce, a farming member of the Rotary Club of Hall and his fellow Rotarians started the Capital Region Farmers Market in 2004 with 15 stalls and about 500 customers. Now the market draws 6,000 to 10,000 visitors, 48 Saturdays a year, to Exhibition Park outside Canberra in suburban Lyneham. The business acumen of club members has played a crucial role in the success of the market. "A dedicated committee of four or five members oversees the operations of the market," notes Paul Tyrrell, the club's immediate past president. Club profits from stall rentals, exceeding \$200,000, are channeled into community projects.

4] THAILAND



In the economically struggling province of Saraburi, finding employment is a challenge — and doubly so for single mothers and those with arrest records or histories of drug offenses. To help at-risk individuals, the Rotary Club of Bangkok donated about \$5,000 to construct a career community center in Phra Phutthabat district to provide training in cooking and crafts, including woodcarving and basketry. Since the building's completion in March, at least 100 people from Saraburi and neighboring Lopburi province have participated in the classes. "Those who pass the training should have a better living with a higher salary to support themselves and their family," says club member Lalita Hongratanawong.

5



A student exchange opens the world of possibilities

Growing up in a village near the shores of Lake Victoria in Tanzania, Wanzita Ally never seriously thought about getting on a plane and flying to America. Her father had died when she was young, and she lived with her mother and grandmother, who were poor farmers. The family depended on what they grew in their fields to eat.

But Wanzita loved school, and she did well. She was chosen as a class leader by her fellow students, and her teachers noted that she showed “good effort, behavior, and attendance,” despite going long periods without eating. She was

determined not to let her family’s situation interfere with her education.

Two decades earlier, in the early 1990s, a Peace Corps volunteer named Brian Singer was teaching mathematics at a high school near Wanzita’s village when he got to know four siblings whose parents had died. After Singer returned home to Minnesota, he talked to family and friends about helping those students with their school fees. The response was so great that he sponsored additional kids, and Project Zawadi was born. To date, the nonprofit has sponsored some 650 students.

A few years ago, Project Zawadi began expanding its mission to help schools increase their educational reach, building classrooms and housing for teachers; installing toilets and computer labs; and setting up a vocational training center. One of the projects provided beds for a dormitory at Makongoro Secondary School, where Wanzita was a student. Wanzita herself received a school fee scholarship.

Project Zawadi’s local partner organization, Zinduka, contacted the nearby Rotary Club of Musoma (Zinduka’s director, Max Madoro, later joined that club) to help with

the Makongoro project. But the collaboration with Rotary didn’t begin in earnest until Vicki Dilley, a Rotarian in Northfield, Minn., who is also a returned Peace Corps volunteer, came on board as director.

Dilley is also deeply involved in the North Star Youth Exchange, which is run by districts 5950 and 5960 (Minnesota and Wisconsin). One of the most active in the United States, it sends 60 to 68 students abroad each year and hosts students from other countries as well.

Last year, because of Dilley’s connection, North Star

decided to see about finding a student in Tanzania for a one-way exchange. Singer and Madoro looked through their files and decided that Wanzita had the qualities that would help her adapt in America, even though she had never been far from home.

This kind of collaboration between Rotarians and former Peace Corps volunteers is one reason the two organizations formalized their relationship in 2014. Both groups share goals of promoting better international understanding, enhancing global awareness, and empowering communities to create lasting improvements in education, economic development, health, and more. “It’s a really natural collaboration,” says Singer. “It connects concerned and caring people – Rotarians – with people who have a specific connection to a village or a group of people.”

Dilley sees it the same way. “For my husband and me,” she says, “it always felt like Rotary was an extension of what we wanted to do in the Peace Corps.”

But Wanzita couldn’t embark on her journey without a passport. To get one, she needed a birth certificate. In order to get a birth certificate, her mother needed a birth certificate. So, accompanied by Madoro, Wanzita and her mother flew to Dar es Salaam, where they spent several weeks obtaining the necessary papers and stamps for her journey across the world.

Wanzita has embraced her experience – although when she got to Minnesota in the fall of 2016, she couldn’t see how



OPPOSITE: Vicki Dilley (fourth from left) visits Wanzita Ally’s family in Tanzania. **THIS PAGE,** clockwise from left: In her senior class photo, Wanzita’s jacket features a wide array of buttons and pins and a Rotary patch on the pocket; Project Zawadi set up a vocational training center and furnished a dormitory at Makongoro Secondary School.

anyone found their home, because to her, they all looked the same. “I couldn’t believe how many cars there were, and the way the roads were built over each other, and the buildings – how nicely they were built.”

But over time, the strange new things seemed less strange. At her high school, where she spent her senior year, she joined the cross-country team and signed up for an ambitious load of classes, including

child psychology, accounting, and biology.

“Now,” she says, “I am used to everything – except cheese.”

She has come to like American foods such as burgers, spaghetti, and, despite the cheese, pizza, but she still cooks *ugali*, a stiff maize porridge, from time to time. She sends photos and messages to her friends and family in Tanzania on her new smartphone. To see them, her mother goes to Wanzita’s old school, where a teacher

pulls up the photos of her daughter’s life in America.

Where that life will lead next, Wanzita isn’t sure. She wants to continue her schooling in Tanzania. She had thought about becoming a nurse, but now that she has been out in the world, she is imagining other paths.

“When I told Brian [Singer] I wanted to be a nurse,” she says, “he asked me, ‘Why not a doctor?’ So maybe I will become a doctor!” –FRANK BURES

Register.

rotary.org/myrotary

Your online experience redefined.

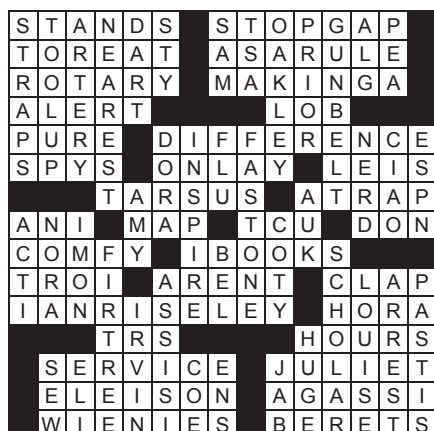
Why advertise in *The Rotarian*?

Consider this:
Our readers have a
**median household
income of \$103,100*.**

**Contact JWK Media Group
to inquire.**

sales@jwkmediagroup.com
(954) 406-1000 Florida
(212) 292-3718 New York

*Based on 2012 reader survey data



up front

IN BRIEF

News, studies, and recent research



Five portions of fruit and vegetables are great for your health, but 10 a day are even better. Imperial College London scientists analyzed 95 studies and confirmed that the five-a-day recommendation reduces the risk of heart attack, stroke, and cancer. But if people doubled that intake, an estimated 7.8 million premature deaths worldwide could potentially be prevented each year. One small banana or 3 heaping tablespoons of cooked vegetables count as a portion.

Patients of rude surgeons experience more medical complications in the 30 days after surgery than patients who rate their surgeon's behavior as respectful. Complications include infection, pneumonia, blood clots, and stroke, according to a team led by Vanderbilt University Medical Center researchers, who studied more than 32,000 patients at seven health systems. The disrespectful behavior affects other surgical team members, who are less likely to speak up about safety and other issues when working with that surgeon, say study authors.

More seniors are taking dangerous combinations of prescription medications that affect brain health, according to a *JAMA Internal Medicine* study. In rural areas, the combination of opioids, antidepressants, tranquilizers, and antipsychotics taken by those ages 65 and older has more than tripled in the past decade. Among seniors overall, the number has doubled. Combining opioids with certain tranquilizers increases the risk of death; nearly half taking these combinations weren't formally diagnosed with a mental health condition, insomnia, or pain.

Cellphones can be used to show family and health care workers how to treat post-stroke patients in remote areas where health care is limited. The study in *Journal of the Neurological Sciences*, by a Peruvian physician looking at rural Peru, proposed providing stroke rehabilitation information via cellphone, including graphics and video, on topics including how to move a patient and how to maintain flexibility and strength with exercise. Stroke affects 62 million people annually, and in developing nations rehabilitation care is often limited or nonexistent.

—ANNE STEIN

Reinvent our wheel



What is your club doing? In coming months, *The Rotarian* will be showcasing:

- NEW MEMBERSHIP MODELS
- WAYS TO ENGAGE THE COMMUNITY
- PROJECT IDEAS
- FUNDRAISERS



Share your club's great new ideas.

Email us at

club.innovations@rotary.org.



WHERE IN THE WORLD

Madan community, Papua New Guinea

AARLIE HULL captured a moment when engineer Andy Greatwood, the husband of Rotarian Barbara Greatwood, was surveying for a water line to the new Madan Women's Community Center, observed by curious local children. The water is harvested from the roofs of the coffee processing plant at the Madan Coffee and Tea Plantation. The center provides clean drinking water, a safe place for women to do laundry and shower, and sanitary bathroom facilities. This is the first phase of a project with support from the Rotary clubs of Centralia, Wash., and Mount Hagen, Papua New Guinea, which will eventually build more women's centers, provide clean water and sanitation for 30 schools, and establish curricula on proper sanitation for the schools.



July

1st TRASH BECOMES TREASURE

EVENT: Bainbridge Island Rotary Auction and Rummage Sale

HOST: Rotary Club of Bainbridge Island, Wash.

WHAT IT BENEFITS: Community grants, scholarships, and more

WHAT IT IS: You know the expression, “One man’s trash is another man’s treasure”? That’s certainly the case at this annual auction and rummage sale. Find items such as bedroom furniture, sporting equipment, musical instruments, books, and dishes. You never know what treasure you may find.

4th HAPPY BIRTHDAY, USA

EVENT: Fourth of July Kids Parade and Duck Dash

HOSTS: Rotary Club of Healdsburg Sunrise and the city of Healdsburg, Calif.

WHAT IT BENEFITS: Local charities, including scholarships

WHAT IT IS: There’s nothing more American than a parade on the Fourth of July, especially when it’s filled with families and kids riding bikes, trikes, and wagons, all sporting the red, white, and blue. Live music, games, face painting, and a rubber duck race complete the festive day.

8th HOT DIGGITY RIDE

EVENT: Hot Doggett 100

HOST: Rotary Club of Madison County, N.C.

WHAT IT BENEFITS: Year-round youth-related programs

WHAT IT IS: This annual event will get you muttering, “Hot Doggett!” as you cycle up grueling Doggett Mountain in the blazing July heat. Three options are available to riders: the 100-mile Doggett Mountain Challenge, the 100-kilometer Devil’s Fork Metric Century, and the 60-kilometer Big Laurel Grind. Whatever course you choose, be prepared for a challenge in some gorgeous scenery.

10th HIT THE LINKS

EVENT: Third Annual Golf Outing

HOSTS: Rotary Club of Collegeville, Pa., and Collegeville Fire Company

WHAT IT BENEFITS: Collegeville Fire Company

WHAT IT IS: Enjoy a summer day on the golf course and support a good cause. The event includes lunch, prizes, raffle, and dinner at the elegant Bellewood Country Club. If playing golf isn’t your thing, you can buy an “evening package only” option that includes just the reception and dinner.

29th ROCK LOBSTER!

EVENT: Lobster Fest

HOSTS: Rotary Clubs of Southold and Greenport, N.Y.

WHAT IT BENEFITS: Local charities including Camp Aquatic, a camp for children with disabilities

WHAT IT IS: The 26th annual Lobster Fest draws more than 1,000 people to a giant picnic right on the water, featuring lobster tanks, a steak option, and fresh corn on the cob. The event runs from noon to 8 p.m., complete with music, dancing, and a 50/50 raffle.



Tell us about your club’s event.
Write to rotarian@rotary.org
with “calendar” in the subject line.

The gathering strum

The family that plays music together stays sane together

by STEVE ALMOND

A decade ago, I was lucky enough to see my literary hero, Kurt Vonnegut, speak at a writers panel in Hartford, Conn. The highlight of the evening was a question-and-answer session during which someone from the audience asked Vonnegut to identify the single most beautiful thing he had ever seen.

“My Lord,” he said, “that’s a tough question, because there’s so much beauty, really; it’s what keeps me going in life, is just glimpsing beauty all the time. I suppose the most beautiful thing, though you can’t see it exactly, is music.”

This answer rocked me back in my chair. Though I’d never articulated it so succinctly, I felt just the same way. Nearly every moment of pure joy in my life had been accompanied by music. It was the one art form that could dependably bring me to tears.

I’ve been thinking about that moment a lot over the past few months, because – to be completely honest – it has been a rough time.

My mother passed away last year after a long and painful illness. I battled my own health problems. And the fractious



presidential election led to a rift between my wife and her family, which has heightened tensions all around. Like a lot of Americans, I’ve been struggling to feel good about things in 2017.

But the one bright spot amid all this has been music, which our family has been listening to, and making, as never before. And it all started with a ukulele.

Actually, three ukuleles.

To elaborate a bit, my son Judah, who is eight, put just one item on his Christmas wish list: a ukulele. This request – along with some crossed signals – resulted in his

parents, his uncle, and his grandfather all purchasing him ukuleles.

By the time he’d opened the last of these, we were all laughing. We made plans to return two of them. The kid didn’t need three ukuleles, obviously.

But then a funny thing happened: I picked up one of the ukes and began strumming it, and I fell a little bit in love.

I recognize that the ukulele is something of a joke to serious musicians; it’s sort of like a guitar with training wheels. But for guys like me – music lovers without much actual musical aptitude – the ukulele offers something miraculous: a

shortcut to making music.

Within a few minutes of picking up the uke, I had figured out how to play an actual song (“My Darling Clementine”), and within an hour, Judah and I were performing a duet.

Did we sound good? Well, let’s put it this way: We sounded great to each other.

So great that we began holding jam sessions every night in my basement office. I began to look online for the chords to some of our favorite songs – we were partial to the ones that didn’t include E or B chords, which are really hard to make –

and we quickly built a repertoire of half a dozen tunes.

Then we began noodling around with our own chord progressions. Before long we were writing songs, scratching down the notes in a little composition book that my wife bought us.

I doubt that “Hard Snow” or “Pipsqueak the Penguin” is likely to chart internationally. But that wasn’t really the point. We were learning to speak the language of music.

In fact, something even more elemental was happening during those jam sessions: I was feeling a form of elation I hadn’t felt for months. The simple act of making music with my son, however ineptly, cleared away the clouds of my depression.

My wife wasn’t surprised. She had grown up playing violin and flirted with attending a conservatory. As a teenager, she traded in the violin for an electric guitar. Playing the solos of her favorite heavy metal songs had been one of the few unbridled pleasures of her turbulent adolescence.

That guitar, in fact, soon reappeared in our home. She busted it out after she heard Judah and me playing our latest selection, “Creep” by Radiohead.

This led to several loud and very silly family jam sessions, with our older daughter, Josie, playing violin and three-year-old Rosalie contributing by spinning in circles and shrieking with glee while throttling an egg shaker.

As should be apparent, these are rather disorganized affairs, and often it’s not exactly clear, even to us, what song we’re playing. But that’s part of what makes them so much fun; there’s a sense of liberation in simply producing noise.

A century or two ago, of course, the idea of a family making music together was perfectly natural.

Leisure hours hadn’t been taken over by radio or TV or the internet. Making music in the parlor was one of the central ways families spent time together. It was also one of the great pleasures of attending church. Singing hymns offered parishioners a path to spiritual connec-

The simple act of making music with my son cleared away the clouds of my depression.

tion – and the chance to be part of a larger human chorus.

Folks back then were on to something.

Researchers have studied the effects of listening to and making music and found that both goose the level of endorphins, the brain’s natural opiates, in our central nervous system, which causes us to feel optimism and contentment and can decrease pain. Music also releases neurotransmitters such as dopamine and oxytocin. That buzz we feel isn’t some emotional fluke, in other words. It’s physiology.

Music hits us on a primal level and allows us to feel emotions that we are unable to access by other means. I can still remember what it felt like to hear my favorite song as a kid. I used to listen to my local Top 40 station, KFRC, for hours at a time, in the hopes of hearing “Undercover Angel” or “Games People Play.”

Later, when my parents allowed me to play records on their phonograph, I would save money for weeks to buy an LP. I must have listened to Stevie Wonder’s *Songs in the Key of Life* a thousand times when I was 10 years old.

Strange as it might seem in today’s distracted, videocentric world, sitting on our living room rug and listening to that album was an activity in and of itself.

As part of our ukulele partnership, I’ve introduced Judah to a bunch of my favorite bands. Every few days, he asks me to make him a new CD mix, which he immediately takes upstairs and listens to 20 times in a row. He’s doing exactly the same thing I did as a kid – finding a refuge in music.

It’s what my parents did throughout their lives, too. My dad was an accomplished opera singer, and my mom a concert-level

pianist. They met and courted over music, and often performed together. In another life, I suspect, they would have been professional musicians. But they had other ambitions as well, and both wound up pursuing medicine.

Still, my mom in particular remained devoted to music. Throughout my childhood, I could hear the music of Schubert and Mozart and Scott Joplin sweeping through the rooms of our home. A decade ago, she fulfilled her lifelong dream of buying a grand piano, which she played, beautifully, until the last months of her life.

That piano still sits in the living room of my parents’ home. When we fly across the country to visit my dad, all three of our kids gravitate toward the instrument. They don’t play songs, exactly. But they do plink out notes and chords, the warm, bright sound filling the room.

So maybe our family’s musical renaissance is a way of paying homage to my mom, of keeping her spirit alive.

I don’t expect that Judah will become a professional ukulele player or that either of our daughters will pursue careers in music. But that’s not the point.

What the kids have recognized is the lesson I had to relearn the hard way this year, which is that humans were born to make songs and to listen to them.

This is why I now keep a ukulele in my office. It’s why I pick it up every hour or so and strum one of the dozen songs I’ve learned and sometimes even sing, rather terribly. It’s why our family jams together every week or so and holds dance parties even more often.

Because music isn’t just background noise, a form of disposable entertainment. It’s something far more profound. As Vonnegut suggested all those years ago, music is the language humans seek out to keep us in touch with the joy and beauty of being alive. ■

Steve Almond is a regular contributor and the author of books including Against Football: One Fan’s Reluctant Manifesto.

**WANT A MORE
EFFECTIVE WAY TO
SET CLUB GOALS?**



**ROTARY CLUB CENTRAL
POINTS THE WAY.**



GET STARTED AT [ROTARY.ORG/MYROTARY](https://rotary.org/myrotary)

Mesmerizing passwords

When did logging in to a website turn into an exercise in self-reflection?

by BARBARA BROTMAN

You're sitting down to some online shopping when the question arises: Who was your childhood best friend?

Well, that's complicated. Are we talking about elementary school or high school? In junior high, you were close to Debbie. Or what about Jane? You wonder what Jane is up to these days. You look her up on Facebook.

An hour later, you remember the original question. But you've forgotten who wanted to know.

When a website requires you to create an account, often you'll be confronted with a list of security questions. But whatever happened to "what is your mother's maiden name?"

That was so simple. And that was the problem.

Anyone can find out your mother's maiden name using public records. And if the same security question is used by many websites, a breach on one site can spread to the rest, says Mark Burnett, a security consultant and password researcher. Your answer could quickly become a free pass to all your online accounts.

"So companies vary the questions, require more than one question, and let you pick which ones you get," he said.



"Someone who wants to break into your account has to know all the answers to all your questions."

And that's how you find yourself facing the unanticipated plumbing of your memories – and sometimes even your soul.

What is your favorite childhood book? What food have you always liked? What street did you live on in grade school? What is the model of the car you took your first driver's test in? How many bones have you broken?

It's like a cross between a first date and an interrogation. What boundless

curiosity, all aimed at you! It could be flattering – *why, Amazon, I didn't know you cared!* – only Amazon doesn't really care. Except about you buying those platform sneakers.

Who is your favorite historical character? What is your favorite TV show? The first movie you remember seeing in a theater? When you were young, what did you want to be when you grew up?

The strategy is to make the questions so personal that a hacker won't be able to answer them. The problem is, sometimes neither can you. Take the name of my first pet, which was actually

not a single pet but a herd of six turtles: Go, Go-Go, Go-Go-Go, Slow, Slow-Slow, and Slow-Slow-Slow. You see the problem.

Even seemingly simple questions turn out not to be. How many bones have I broken? Does that include fingers? Toes?

My favorite TV show? Also not simple. On the one hand, *The Man from U.N.C.L.E.* – duh. But how about all those classics of the 1970s, '80s, and '90s – *The Mary Tyler Moore Show*, *St. Elsewhere*, *Hill Street Blues*? How about *Seinfeld*? And hey, wasn't *Cheers* great?



PRESENTED BY



Giant®

2017 WASHINGTON MYSTICS

2017-18 END POLIO NOW CAMPAIGN

\$3 from every Washington
Mystics ticket sold benefits Rotary's PolioPlus program.

Use promo code: **ROTARY**

TICKETS AVAILABLE AT

www.msesales.com/mystics/rotary



FOR MORE INFORMATION CONTACT:

Robert Minnitte | rminnitte@monumentalsports.com

WHAT ARE YOU WAITING FOR? BE A VIBRANT CLUB



Be a Vibrant Club guide includes:

- A club success story from your region
- Ideas for your club to try
- Resources for your club on My Rotary

Get your free copy at
shop.rotary.org

Rotary



FIND A CLUB

ANYWHERE IN THE WORLD!



Get Rotary's free Club Locator app
and find a meeting wherever you go!

www.rotary.org/clublocator

Some of the questions prompt more personal introspection than you expect when buying shoes.

At this point I am on YouTube watching old episodes of *Frasier*, having forgotten platform sneakers and security questions entirely.

If nostalgic distraction weren't enough, some of the questions prompt more personal introspection than you expect when buying shoes. "What is your most unique characteristic?" That isn't a security question, it's an evening with a good friend and a bottle of pinot grigio.

"What instrument did you play as a child?" I played piano, but not as well as I should have. I have regretted my shortcomings ever since. What pleasure playing better would give me today! Why didn't I work harder? Why didn't I learn to read music better? And why did I let my own daughters quit piano lessons? Was I a bad mother for that? Was I a bad mother for other reasons?

Other security questions can be almost too intriguing. "What event – past, present, or future – would you most like to witness?" What a great prompt for a college admission essay.

I was flummoxed by this oddity: "If you needed a new first name, what would it be?" Why would I need a new first name? What was this site implying?

Then there are the lying-awake-at-2-a.m. questions, which of course you love answering when all you're trying to do is buy shoes. Take this conjurer of existential dread: "What are you most afraid of?"

Does the site have a couch and charge \$150 an hour? Or did it mean to ask what I was afraid of in the context of buying platform sneakers? In which case ... twisting my ankle?

The worst part is that all this rummaging through the junk drawer of our memory doesn't even work.

"It turns out that security questions are not very secure," says Lorrie Faith

Cranor, professor of computer science and engineering and public policy at Carnegie Mellon University and director of its CyLab Usable Privacy and Security Laboratory.

Many answers are things people can easily look up, Cranor says. A hacker can use public records to find out what school you went to, for instance, and the name of its mascot.

"And there isn't a lot of diversity of answers," she says. "A favorite sports team – there aren't that many possibilities. A favorite movie of all time – a lot of people have the same favorite movies. So even if someone hasn't researched you in particular, they can try the top 10 answers and see if it happens to be one of them."

"The answers are just too easy to figure out," agrees Burnett. "I saw one that asked for your favorite color. How many colors are there? And you had to enter at least five characters. That eliminates red and blue."

What about your favorite football team? "That's easy to figure out based on where you live," he says. "Your dog's name? People aren't that creative."

Fraudsters who research you personally can make even better guesses. That question about a favorite old TV show? All you have to know is my age and gender, and your chances are good with *The Man from U.N.C.L.E.* (Illya!)

Ditto for guessing the first movie you saw in a movie theater. If I know what year you were born and what major movies came out about 10 years later, I'll have some good leads. "And the questions that are more personal – who was the first person you had a crush on, where did you go on your first plane trip – are things we have trouble remembering ourselves," Cranor says. "Some of the 'favorite' ques-

tions – my favorite restaurant, my favorite book – may change next week.”

Burnett protects his accounts by answering security questions not with actual answers, but with the equivalents of strong passwords.

“I put a 10- to 20-character string of random characters in there,” he says. “I use a password manager, LastPass, and it saves it.”

That’s a good strategy. But in any case, we may not be subjected to these personal trivia tests much longer. In the current draft of its guidelines on digital identity, the National Institute of Standards and Technology, a nonregulatory agency of the U.S. Department of Commerce, recommends that websites not use security questions at all.

A better system, Cranor says, is one where you use a phone number or email address to register for a website. If you forget your password, you get a call, email, or text. And for sensitive financial websites or in cases where email or phone accounts have been hacked, she says, companies should – and many already do – use multifactor authentication. This requires you to provide several forms of identification – for instance, a password plus a code the website texts to your phone.

For now, however, we are stuck with regular enforced journeys into our psyches. So even if security questions don’t provide great security, we can appreciate them for other reasons.

Think of them as invitations to engage in introspection – opportunities to mull over “the most cherished item you own that could never be replaced” or whether a fractured hip and pelvis counts as one broken bone or two.

Enjoy them as mental calisthenics, or as permission to do some nostalgia-Googleing. Consider them cut-rate, albeit one-sided, shrink sessions.

But don’t get too creative: You still have to come up with your answer the next time you want to buy shoes. ■

Barbara Brotman is a freelancer and a former writer for the Chicago Tribune.

Huge Savings from America’s value travel experts!

✈ PRICE INCLUDES 3 INTER-ISLAND JET FLIGHTS

🎁 FREE OFFICIAL PEARL HARBOR GIFT SET

Save
\$500
per couple*



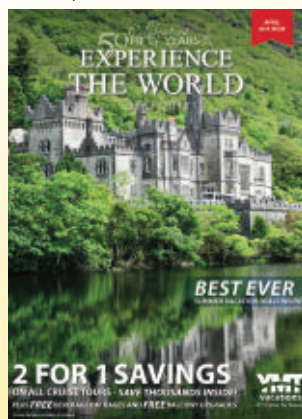
Ultimate Hawaii Tour with Pearl Harbor Experience

13 days from \$2,249* now \$1,999*

Departs weekly year round

Enjoy a fully-escorted Hawaiian vacation while visiting the islands of **Oahu, Kauai, Maui** and the “**Big Island**” of **Hawaii**. The local charm of a friendly Polynesian Tour Director will guide you through all the highlights with all the following included in your tour; **Pearl Harbor** experience taking you to the **USS Arizona Memorial** and **Battleship Missouri**, world-famous **Waikiki Beach**, **Oahu Circle Island Tour**, mystical **Fern Grotto** on a Wailua Riverboat cruise, the old whaling town of **Lahaina**, **Volcanoes National Park** and **King Kamehameha Farewell Feast** with dinner drinks and entertainment. This incredible package includes a centrally located hotel in Waikiki and beachfront on the other islands, 3 inter-island jet-flights, baggage handling, sightseeing on each island and leisure time.

Call for your FREE brochure!



Each Experience the World brochure features more than **40 different** escorted tours and cruise/tour packages to incredible destinations in North America and world-wide. **Get yours today** and let YMT help you plan your trip of a lifetime at the lowest price - **guaranteed!** Spotlight vacations in every issue include **Hawaii, Alaska, Ireland** and the **Rose Parade**.

🏠 **FREE BALCONY UPGRADE**
💰 **FREE ONBOARD CREDIT**

2 FOR 1 SAVINGS



Caribbean & Mediterranean Cruise and Italy Tour

29 days from \$3,598* now \$1,799*

Departs March 4, 2018

Cruise the sunny Caribbean to the picturesque Mediterranean on an exclusive transatlantic voyage. Say “hello” to Costa’s magnificent **Deliziosa** and “goodbye” from Fort Lauderdale as you sail to **Nassau**, the **Dominican Republic**, **Tortola**, **St. Maarten** and **Antigua**. Continue to **Tenerife** in the Canary Islands followed by **Cádiz** and **Málaga** in Spain. Next are the exciting ports of **Marseille**, **Savona**, **Naples**, **Bari**, **Dubrovnik** and **Venice**. Back on land; enjoy the Italian countryside as you travel to **Florence**, **Montecatini**, **Orvieto** and **Rome**.

*Prices are per person, double occupancy and do not include taxes & government fees of \$299 per person. Add-on airfare is available. Cruise tour pricing based on Inside Cabin, upgrades are available. Free balcony upgrade with ocean view cabin purchase only. Free onboard credit with balcony cabin purchase only. All special offers apply to new bookings only made by 7/28/17 and are subject to availability. Single supplements apply. Additional terms and conditions apply, visit ymtvacations.com/setsailoffers or ask your Travel Consultant for details.



CALL NOW: 1-877-767-1753

ymtvacations.com

Mention promo code **M6019**

the SOCIAL NETWORKER

Ian Riseley has spent his career making connections among friends, colleagues, and Rotarians. He brings that gift for putting people together to his work as Rotary's president



by HANK SARTIN | photography by MONIKA LOZINSKA





“TRADITIONALLY, I PAY FOR THE COFFEE.”

Ian H.S. Riseley makes this pronouncement in such a serious tone that you believe it. Until, that is, his friend Kevin Harrison guffaws. Just who does pay for the coffee is never resolved, but the good-natured joking sets the mood for a walk along the banks of the Patterson River in the suburbs of Melbourne, Australia.

For the past five years, these walks have been a twice-weekly routine for a small group of Rotarian friends. It's a way to get “some much-needed exercise, coupled with the opportunity for us to resolve the problems of the world,” says Harrison.

Whoever can make it on a given day – Richard Garner, John Williams, Nick and Maree Vinocuroff – comes along for the chance to bounce ideas off the others. And everyone always wants to know what Ian thinks. “He'll listen to an idea,” says Harrison, “and over a period of five or six walks, we've got ourselves a project.”

On a pleasant December morning, the conversation ranges widely. The friends discuss news including a recent earthquake in New Zealand, as well as business in their Rotary clubs: Sandringham, Hampton, Noble Park-Keysborough, and Chelsea.

As the group talks, Riseley listens. His entire life has been about putting people together, nurturing ideas, and guiding people with practical suggestions about what to improve and how. The new president of Rotary does it with such easy charm and self-deprecating wit that at first you might not realize how intensely focused he is.

Riseley's earliest exposure to Rotary was typical of what many newcomers to the organization experience: He wasn't sure what to make of it. In 1977, he was the owner of an accounting firm when one of his clients invited him to speak at the Rotary Club of Cheltenham. “My first question was, ‘About what?’” Riseley recalls. His second: “What's a Rotary club?”

He gave a talk on income tax. “Nice people, laughed at the right places, stayed awake the whole time,” he jokes. A few weeks later his client called again to invite him to a planning meeting for a new club in Sandringham.

“I said, ‘I'm not really sure what Rotary does, but I'm happy to come along,’” Riseley says. “I actually missed the first meeting, but I got another call, and I went to the next one. The movers and shakers were all there, so I thought, wow, what a group to be involved with.”

Before joining, he consulted his wife, Juliet.

Many of Ian's friends were also accountants, so she thought Rotary could help him meet people outside his professional circle. He became a charter member of the Rotary Club of Sandringham in 1978.

Riseley embraces the idea that Rotary is a place where people network and make professional connections while doing good in the world. “I'd love to say that it was the projects and things that Rotary did that won me over, but that's not correct,” he notes. “It was being involved with people who obviously were the absolute business elite in the area.”

Once he became involved in Rotary, it became central to his and Juliet's lives. “Maybe 15 years later I was considering doing my master's degree,” he says. “I said to Juliet, ‘What do you think?’ and she said, ‘Well, you'll meet lots of new people. Too many of our friends are Rotarians.’ It was the rationale for joining Rotary – too many accountant friends – in reverse. Rotary is like that. Rotary grabs

Previous pages: John Williams (from left), Ian Riseley, Kevin Harrison, Richard Garner, and Maree and Nick Vinocuroff discuss Rotary ideas on the banks of the Patterson River.

Opposite, clockwise from top: Riseley (right) and Bob Richards (second from right) accept donations from visitors to the Bayside Farmers Market, sponsored by the Rotary clubs of Hampton and Sandringham. The market features produce, meat, flowers, and gourmet foods from local farmers and artisanal producers.

hold of you. Our daughter calls our involvement Rotarama. She says, 'Rotarama has got all of you,' and it's true. I think it happens to the majority of us."

"THEY'RE VERY SUPPORTIVE OF ONE ANOTHER, BUT EQUALLY INDEPENDENT."

Despite the Rotarama effect, Riseley's service hasn't been limited to Rotary. He has given his time and energy to the Sea Scouts, to sporting associations and school councils, to a local community advisory group. In 2006, the Australian government awarded him the Medal of the Order of Australia in recognition of his wide-ranging service to the community.

Riseley's enthusiasm for Rotary faced a challenge, however, when the question of admitting women as members arose in the early 1980s. The Rotary Club of Duarte, Calif., had inducted three women in 1977, and the club's membership in Rotary International was terminated the following year. In 1980, the Rotary Board of Directors and several clubs unsuccessfully proposed removing all references to members as "male persons" from the RI and club constitutions and bylaws. This brought fresh attention to the issue around the world.

For Riseley, it was a crisis of conscience. "Back in '78, it didn't occur to me that all these people are male. I just didn't notice," he recalls. But when membership for women became a

contested issue, he says, "I thought to myself, how crazy is that? What sort of organization says no to half of the population? So I resigned. I said, 'I can't be a member of an organization that discriminates.'"

The president of his club suggested another option. "He said, 'Let me recommend that you don't resign. We encourage you to agitate from the inside to invite women to be part of Rotary.' I agreed on the condition that we had a vote at the club and that the club agreed with that stance." So they voted, and the members overwhelmingly supported the idea of women in Rotary.

Bob Richards, a close friend and a member of the Sandringham club, remembers Riseley's role in the discussion. "Ian was a persuasive advocate for the introduction of women. He'd say, 'We can benefit by diversifying our viewpoints and ideas,'" Richards recalls. Soon after Rotary officially changed its constitution in 1989, the Rotary Club of Sandringham welcomed several women as members.

One woman who didn't join the Sandringham club was Juliet Riseley; instead, she became the charter president of the Rotary Club of Hampton in 1995, bringing the organizational skills and remarkable memory for details honed during her career in library and information science.

She also brought the advantage of firsthand exposure to the workings of Rotary. "By the time I was president, Ian had already been a club president and was involved in Youth Exchange," she notes. "We'd been to a number of district conferences. You end up with information by osmosis, so when I was president, it was a bit easier for me."

And as Ian's roles in Rotary have increased, so have Juliet's. He was governor of District 9810 in 1999-2000; she was governor of the district in 2011-12. As much as possible, she

Opposite: Ian and Juliet Riseley love to sit on their back deck, which offers views of their garden. The evenings are filled with the scent of flowers and the song of birds. It's a perfect place to relax and reflect at the end of the day.





attends his events, and he hers. “They’re very supportive of one another, but equally independent,” says Carol Lawton, who just ended her term as governor of that district.

But that doesn’t mean the logistics of their calendars aren’t complicated. “They would often arrive at a function independently of each other,” Richards says. “We used to joke: ‘Ian, did Juliet know you were coming?’ ‘Juliet, did you know Ian was coming?’”

During an evening at their home in Moorooduc, a rural township in the heart of some of Australia’s finest wine country, the Riseleys show off their gardens, with Juliet easily rattling off the names of the myriad flowers. There are also fruit trees and a pair of rescued goats, Vinda and Lulu. “We didn’t name them,” Ian is quick to clarify. He complains about the goats, but it’s clear he’s rather fond of them – despite their propensity to gnaw aggressively on the trees.

In the evenings, Ian and Juliet like to sit on their deck with friends and a glass of wine, often from one of the many vineyards in the area. One friend, David Lloyd, runs the nearby Eldridge Estate and has established a reputation for his pinot noir and chardonnay. But the Riseleys wear their knowledge of wine lightly. Their wine rack holds some bargain-bin bottles resting alongside some very fine vintages.

They have a habit of telling entertaining stories in a running dialogue, correcting, augmenting, and sometimes contradicting each other. “One of the things about couples,” notes Juliet, “is that when they’ve been married for a long time, they have –” Ian jumps in: “Selective memory retention!” Back to Juliet: “It is absolutely true. We have different versions of the

same story. Fortunately, not too different.”

Many of those stories are about their children and grandchildren. Jill, who lives in Melbourne with her husband, Scott, and their two sons, Will and Jack, is an expert in corporate social responsibility and has a master’s degree from Cambridge. The Riseleys’ son, Andrew, an attorney, and his wife, Bronwyn, met as graduate students at the London School of Economics. They have two children, Neve and Lachlan, and recently relocated from Singapore to Wellington, New Zealand.

But Juliet and Ian love to hear other people’s stories as well. “Whenever you meet Ian, he wants to hear about you,” says Geoff Tickner, a friend of many years and a fellow Rotarian. “That’s always how a conversation starts. It’s always, ‘Haven’t seen you for a while. What have you been doing?’”

When you talk to his friends and colleagues, you hear again and again that Riseley is a listener, someone you go to for advice. “If you’ve got an idea, you tell Ian, because he’ll take it on board,” says Helen Wragg, the 2016-17 president of the Rotary Club of Hampton. “And if it’s a bad idea, he’ll tell you.”

John Barnes of the Rotary Club of Clayton says Rotarians seek out Riseley’s guidance at every opportunity: “At meetings, you’ll often hear someone say, ‘I wonder what Ian thinks about this,’ or ‘Has anyone spoken to Ian about that?’ He offers wise counsel.”

Barnes recalls consulting with Riseley about his idea for a project involving Interplast, a nonprofit dedicated to bringing reconstructive surgery to people with conditions including cleft palates and severe burns. Barnes went to Riseley with what he describes as “a ridiculously ambitious scheme to get every Rotary club in Australia to help raise a large sum of money and fund Interplast projects on the investment interest.”

Opposite, clockwise from top: Juliet and Ian feed Lulu the goat; the Riseleys are proud of the fruit trees in their gardens; Ian shares old photos of their children, Andrew and Jill.



If Riseley, a district governor at the time, was skeptical, he didn't show it. "I suppose he didn't want to burst my bubble, so he said, 'I'll give you a hand,'" Barnes recalls. "He didn't put the kibosh on it."

Riseley made introductions and offered advice, and eventually, Barnes got support from all 21 of Australia's districts, then went on to add New Zealand's six. Rotary provides funds and volunteer support, and the Royal Australasian College of Surgeons provides the skilled surgeons who volunteer their services. "Interplast is a great example of Rotary partnering with another organization to meet a need," Riseley says.

"He was always interested, always wanted to know how we were doing, always wanted to look at our progress," Barnes says of Riseley. "If he saw something that wasn't working, he might come to me and say it gently. He's able to give you a valid course of action."

Rotarians from 9810 fondly recall the district conference during Riseley's year as governor. He saw that a bit of stagecraft was needed, so he drove onstage in a race car, and ever since, the district's governors have tried to come up with an equally dramatic entrance. Richards rode in on a quarter horse.

Riseley stresses that while fun is a vital element of the organization, Rotary must make a difference in the world. At the International Assembly in January, he noted that environmental degradation threatens us all and asked every Rotary club to plant a tree for each member as a gesture with both practical impact and symbolic power.

Rotary must also do more to welcome younger people, who he says face a number of competing demands. They are interested in service and eager to do good, he stresses, but they

"YOU'LL OFTEN HEAR SOMEONE SAY, 'I WONDER WHAT IAN THINKS ABOUT THIS.' HE OFFERS WISE COUNSEL."

need options. "We need to offer them an involvement that doesn't waste their time," he says.

That's one reason he enthusiastically supports the 2016 Council on Legislation decisions to give clubs more flexibility in membership and meetings. "If you want to meet every week, and it suits your club, that's great," he says. "But there are people who can't do that, for whatever reason. To me, the flexibility is really important."

Riseley also worries that Rotary needs to do a better job of communicating with people outside the organization. "We've grown up talking to ourselves, and there was an ethos for years that we didn't seek aggrandizement," he notes. "We haven't made enough effort in marketing ourselves to the outside world. One of the things I am absolutely petrified of is that when polio is gone, Rotary will not get the recognition that we warrant."

Ever the accountant, Riseley thinks one way to demonstrate Rotary's impact is to quantify it. "What Rotary doesn't do is calculate the value of its output. We've got 35,000 clubs around the world and they all do good things." He envisions asking every club to report how much money it spends or donates and how many volunteer hours it puts in so that Rotary can calculate the output: "I believe that not just the rest of the world, but Rotarians themselves, will be astonished at the value of what we do." ■

Opposite: Juliet and Ian have always enjoyed the natural beauty of the Melbourne area, including the beaches along Port Phillip Bay. When they lived closer to the water, walks along the shore were a regular occurrence.

by Kevin Cook | photography by Scott Slusher



RISING STAR

**Tradition meets flexibility
at this high-energy Texas club**



IN May 2015, a half-dozen civic leaders met in Flower Mound, Texas, a short drive (or long kickoff) from Dallas. Five were already Rotarians, but while they enjoyed their weekly meetings, they were itching to try some ideas of their own. “Meeting time, for one thing,” recalls Andy Eads, a Denton County commissioner whose energy level could power several suburbs. “Thursday at lunch wasn’t working for us.”

The six founders wanted to get a jump on the workday, not stop in the middle for a lunch meeting. They discussed founding a club that would meet at 7 a.m. or even 6:30, but bank President Julie Meyer and a couple of other parents in the group said no. “We have to get breakfast on the table and kids off to school before we start serving humanity.” In the end, they settled on 8 a.m. Fridays – a breakfast meeting to start the day.

Next question: Who else should be in the club?

“Let’s all pull out our phones,” Eads told them. “Scroll down your contacts. We’re looking for people who would enjoy Rotary. People who’ve got the three T’s: talent, time, and treasure.”

Next, they invited more than a dozen candidates to several more planning sessions. “We used a flip chart to brainstorm how our club should operate,” remembers club President Lori Fickling. “What should our focus be? Who could help us? Sort of like crowdsourcing – that group input really helped us be intentional in building a new club.”

Finally, the founders drew up a list of potential members and discussed every name. They drew up a second list as well, a roster of former Rotarians who lived nearby and might have the three T’s. “Then we fanned out to make the ask.”

They knew that organizing a new Rotary club requires at least 20 members, but the Denton half-dozen had bigger ambitions. “We really wanted to charter with 50,” says Eads. In August 2015, they chartered with 62. They’ve grown every month since then.

The result is the hard-charging Rotary Club of Cross Timbers, Texas, named for a wide swath of woodland that runs south

from Kansas and Oklahoma. During pioneer days, this terrain was practically impassible; Washington Irving described wagon trains moving through as if they were “struggling through forests of cast iron.” Today the Cross Timbers Rotarians motor through a handsome suburb to Friday morning meetings at Bridlewood Golf Club, where they marvel at the progress of one of the fastest-growing clubs in recent Rotary history. And they still like eating breakfast together.

There are many reasons for Cross Timbers’ growth, from the club’s prosperous environs to its founders’ Texas-size ambitions, but two factors stand out: energy and innovation.

From the start, the founders settled on a step-by-step plan to realize their ambitions. Rather than name the club for any particular town, they chose the more general name in hopes of representing more of the 1,000-square-mile Denton County, with its population of nearly 700,000. They chose Bridlewood for its well-appointed clubhouse, with conference rooms that can accommodate a crowd. They emphasized making Rotary more central to members’ lives than a mere networking opportunity. According to Eads, “People tend to compartmentalize. They see Rotary as part of the workweek, and I think that holds a lot of clubs back. Members think, ‘I’ve got Rotary today,’ like it’s a business meeting. We wanted our club to be much more than one of our business duties. We saw it as a big part of our lives, almost a family thing.”

One result is a club almost evenly split between women and men. Four of the core six were female. Two – Andy and Ginger Eads – were married to each other. Other charter members joined with their spouses.

Most important of all, perhaps, the founders were determined to make their club as positive as could be. Their unofficial theme was *No drama*, meaning no sniping at fellow Rotarians for anything short of major felonies. “We don’t shame or tease people for missing meetings,” Andy Eads says. “We

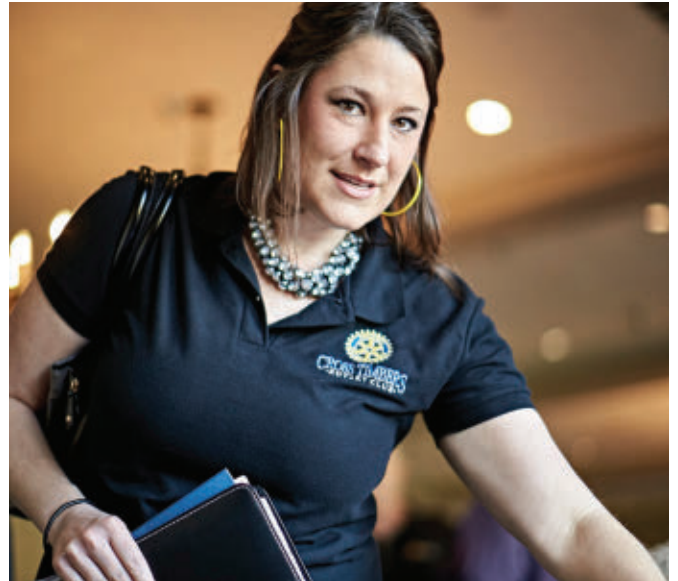
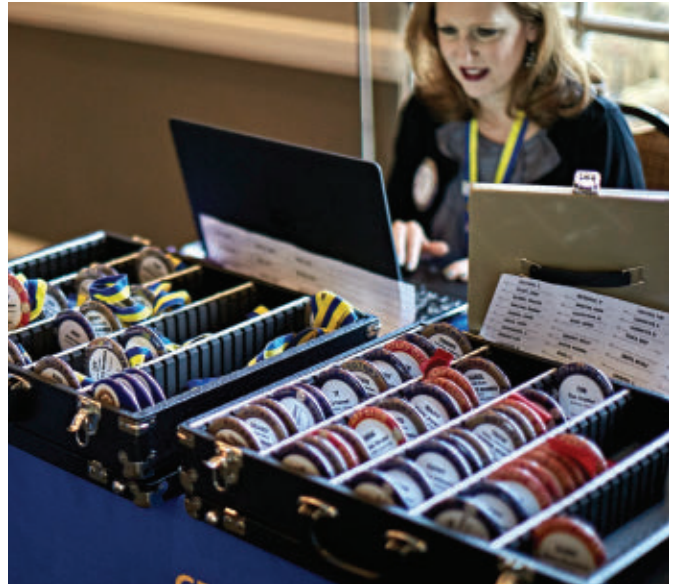
stress perfect engagement over perfect attendance.” Eads sees mandatory weekly meetings as a drawback when it comes to recruiting new members. How many modern businesspeople can spare an hour a week? The Cross Timbers approach de-emphasizes attendance in favor of a more free-form involvement. When members gather for a camping trip, golf outing, cookout, Gulf of Mexico cruise, or just about anything short of a chance meeting at the supermarket, somebody asks, “Does this count as a makeup?” The answer is always yes.

Still, they preserve the core ideal of Service Above Self. They haven’t gone “rogue,” says Fickling. “We wanted to innovate, but we’re all about Rotary tradition, too.”

“We’re looking for people who would enjoy Rotary. People who’ve got the three T’s: talent, time, and treasure.”

Each Cross Timbers member posts on the club’s Facebook page. “We’ve got 100 percent participation online,” says Fickling. You would be hard-pressed to find a highlight that isn’t recorded on the club’s Facebook page. A wine lovers group run by bubbly Tracee Elrod is typical. Each month, when 25 to 30 Rotarians and spouses gather at a host’s home for sips and appetizers – lamb stew to go with a New Zealand wine, or tapas to complement a Spanish Rioja – someone posts a photo or video on the Cross Timbers Facebook page. When the Fantasy Football group gathers, trash talk ensues on- and off-line. When the club’s Rotary Readers or Rotary Chefs groups get together to discuss a new novel or sizzle up some barbecue, they smile for selfies that pop up a minute later

PREVIOUS PAGES: Club members share a toast at Gloria’s Latin Cuisine in Flower Mound, Texas. **OPPOSITE:** While the Cross Timbers club values the tradition of Rotary meetings, it is flexible with what events qualify as a meeting. Member Matt Brost is pictured center left, and Tracee Elrod is center right.





“In an average week, we reach about 500 people through shared posts on our page. When we post videos or special events, we reach thousands more.”

on social media. Ditto for another half-dozen groups, each with its own logo and fired-up members. “In an average week, we reach about 500 people through shared posts on our page,” says Teresa Grawe, a charter member who wrangles the club’s social media presence. “When we post videos or special events, we reach thousands more.”

Cross Timbers members also reach others the old-fashioned way, one good deed at a time. Fickling’s husband, Mike, a retired firefighter and paramedic, brought his own sort of engagement when he joined the club. He told other members about answering 911 calls.

“One day we saved a little girl who got her foot trapped in a storm drain. The rain was pouring down and she was scared, but we got her loose by cutting off her shoe. Pop – her foot was free. And her mother started crying, speaking Spanish. We thought she was happy, but no. She was crying because those were the only shoes her daughter had.”

The firefighters bought the girl another pair, and after Mike Fickling joined the Cross Timbers club he helped organize a group called the Rotary Responders. “Anyone who needs help can call us,” he says. The hotline is Mike’s cellphone number. Not long ago he heard about a single mother who lost her home and possessions in a fire. The Rotary Responders, working with a local Wal-Mart, provided \$500 in Wal-Mart gift cards for the woman and her family.

In January, the Cross Timbers club gathered for one of its first meetings of 2017. By 7:45 a.m., dozens of smartly dressed Rotarians were chatting over coffee in a

conference room with views of Bridlewood’s championship golf course. Soon the room was full. While the club stands by its no-drama motto, there was plenty of excitement. The bustle was wall-to-wall, with big hellos, hugs, and backslaps all around. President Fickling gave her blond tresses a quick pat-down and started for the podium. “Rock and roll,” she said. A second later she rang a bronze bell to start the meeting.

Much of what happened in the next hour would be familiar to Rotarians from Keokuk to Calcutta. Using a wireless microphone to address the crowd, Fickling greeted guests and visiting members from other clubs. Then she introduced District Governor Mary Ann McDuff for a watershed moment: the induction of four new members, including the 100th Cross Timbers Rotarian. Eads brought golden

OPPOSITE: Lori Fickling, a founding member of the Cross Timbers club, at her day job as a department director for the county. She says a key part of growing any successful club is finding out what the community needs. “Group input really helped us be intentional in building a new club.”

BELOW: Donna Hernandez (from left), Teresa Grawe, and Ginger Eads at a club board meeting.







balloons to mark the occasion, which was instantly recorded and posted on Facebook.

Next, members tossed dollars into the club's Happy Jar as they announced good news. Co-founder and incoming President Lori Walker – one of several consecutive female club presidents – took the mic to report an upcoming blood drive. "It's going to be *fun*," she said. Not the first word you might think of while donating blood, but social director Walker called it happy news. Each pint of blood would save three lives.

Walker handed the mic to the next Happy Jar contributor, a man who had two announcements. "First," he said, "I'm happy to tell you my daughter just got accepted by the University of Texas." When the applause died down, he added that he was a graduate of Texas A&M, where the Aggies are sworn rivals of the University of Texas Longhorns.

OPPOSITE: Club members gather at a restaurant once a month for their "Rotary Readers" book club. Scott and Donna Tarwater (bottom right) are one of 13 married couples in the club. **ABOVE:** Lori Fickling and Andy Eads, the club's founding president. Fickling's husband made their rings, which read "Service Above Self."

"And second, I'm starting a support group for Aggies whose children go to U.T.!"

With club business done, Fickling handed the mic to Ann Pape, a member of the Rotary Club of Lewisville, Texas, and CEO of Communities in Schools of North Texas, a nonprofit devoted to helping students finish high school rather than dropping out. In some cases, that might involve tutoring or transportation. In others, it might be simpler. "We've had kids who did everything they had to academically, but they couldn't afford to go to commencement," she said, "until we rented them a cap and gown."

Festivities closed with a recital of The Four-Way Test and a chorus of "See you next week!" Pape thanked Fickling with an embrace, adding a line that might make Paul Harris blush. "I am so glad to be here," she said, "because I'm as religious about Rotary as I am about church."

The founders expect the club to keep

The founders expect the club to keep growing at a breakneck pace thanks to its blend of Rotary tradition and Cross Timbers innovation.

growing at a breakneck pace thanks to its blend of Rotary tradition and Cross Timbers innovation.

"When you think about it," Eads says, "the best and worst things about Rotary are really the same thing – that weekly meeting. People are scared to make such a big commitment. But if you've got the right club with the right sort of people, it's not a chore. It's something you aim for. We spend the whole week looking forward to Friday morning." ■

A movie based on Kevin Cook's book 'Tommy's Honor' was released in the U.S. in April.

Businesses are
increasingly
pursuing purpose
alongside profit

Can capitalism save the world?

by ANDREW BAKER | illustrations by GUY BILLOUT



PER SAXEGAARD'S EPIPHANY CAME after a divorce. "For years, I'd been working as hard as I could to make money," says Saxegaard, a Norwegian investment banker. "Everyone I went to business school with was doing the same thing, racing to get rich, working all the time. But when my marriage broke down, I realized I'd been neglecting everything else. I'd been neglecting meaning."

Saxegaard had to make a change, and he knew the change had to affect everything – not just his personal life, but also his business practices. "I needed to be inspired," he says. "Money can motivate, but there's no amount that can inspire. You need a higher purpose."

Around the world, in multiple industries, people are having epiphanies like Saxegaard's, then trying to articulate, practice, and popularize the idea that capitalism is about more than next month's profit margins – that business has the power to shape the world, which gives businesspeople a responsibility to shape it for the better. This doesn't have to mean making less money. To the contrary: Doing good, they insist, is fundamentally good business.

These aspiring reformers aren't all united in a single movement, but many of their ideas are distilled in the concept of "conscious capitalism" coined by John Mackey, best known as the founder and CEO of Whole Foods, and Raj Sisodia, an academic who has long studied successful companies that pursue purpose and meaning alongside profit.

In 2005, Mackey co-founded FLOW (Freedom Lights Our World), a nonprofit aimed at turning these concepts into a movement. Sisodia helped run a similar nonprofit called the Conscious Capitalism Institute; today the two have merged. The organization, Conscious Capitalism Inc., consists of chapters in over 20 U.S. cities and 13 other countries. Each year, it hosts

an annual conference and a "CEO Summit" for business leaders looking to support one another.

"Conscious businesses come in all shapes and sizes," says Sisodia. "But they tend to have a few things in common. They seek a higher purpose; they try to balance the concerns of all their stakeholders."

"People absolutely crave purpose," he says. It is hard to motivate people to the levels of creativity, innovation, and organizational commitment that are required for long-term success and impact without a higher purpose. Conscious capitalists look for ways that everyone affected by a business can thrive together over time, he explains. "When we talk about stakeholders, we don't just mean customers and investors," says Sisodia. "We also mean employees, suppliers, society, the environment – truly everyone who is touched by your business."

Purpose-driven businesses require strong, thoughtful leadership. "In today's business culture, the pressure to increase short-term gains can be immense," says Sisodia. "This can make prioritizing higher purpose and stakeholder integration very difficult – especially because it often involves increasing upfront costs."

According to Sisodia and Mackey, higher purpose and stakeholder integration bring tangible bottom-line benefits, a trend that has accelerated as consumers, especially younger ones, become more interested in how the products and services they purchase affect the world. In numerous global surveys, increasingly large numbers of consumers have indicated the importance of brands' social purposes and impact in their buying decisions. Companies that want to thrive have to care about these questions, too, or risk losing customers.

This is different from "corporate social responsibility," or the practice of setting

aside profits for charitable donations. While donations can be worthwhile, the focus is on how business decisions themselves could – and should – be a force for good in the world. Done right, making a profit isn't the sort of thing you have to compensate for by giving to charity.

The Four-Way Test bears a striking resemblance to the core principles of conscious capitalism. In fact, last November, Rotary recognized six Rotarian business owners and two businesses (Coca-Cola Pakistan and Mercantil Banco Universal) with a new award for their responsible business practices at the annual Rotary Day at the United Nations.

Indian Rotarian Suresh Goklaney, executive vice chairman of Mumbai-based Eureka Forbes, was one of the Responsible Business Award winners. His epiphany moment was, in a sense, the flip side of Per Saxegaard's: Instead of realizing that business wasn't enough without purpose, Goklaney realized how crucial business practices could be to purposeful progress in the world.

As a child, he had watched his father help the poorest and most disadvantaged members of their community, exhausting himself with a constant cycle of seeking charitable contributions and applying for grants. Goklaney admired his father's purpose – improving the lives of their countrymen – but was frustrated by the shortcomings of his methods.

"The donations he spent his life chasing after did some good, of course," says Goklaney. "But over time I started thinking he could do better by connecting his sense of purpose with the power of business. I thought that would lead to some more permanent and fundamental changes for people."

The marriage of purpose and profit-seeking is evident in Goklaney's company. Since its founding in 1982, it has sold

affordable devices that help people purify water for domestic use, reducing their exposure to diseases that could kill them, interfere with their education, or impede their ability to provide for their families.

But Eureka Forbes' higher purpose – bettering the daily lives of Indians, as Goklaney's father always wanted – extends beyond the products it sells. The company hires salespeople who might otherwise have a hard time building professional careers in India. "When we're hiring, we don't seek out people who went to big-name schools," says Goklaney. "We look for people who have a hunger – to make a living, yes, but also to contribute to society, to make their country better. They might need a little more training. But it's worth it, because they have that hunger."

Long ago, he explains, he realized that businesses have the potential to meet certain needs in ways that no other organizations can match. "I'm not just talking about making things people will buy, though that's obviously crucial," he says. "I mean the need, whether as consumer or employee, to feel like a part of something valuable and meaningful. Giving people that feeling motivates everything I do. It's in my DNA now, and it should be in the DNA of any organization looking to be a positive presence in society."

Steady profits have allowed Eureka Forbes to be a major player in Rotary club projects dealing with clean water in India. After the earthquake and tsunami of 2004, the company partnered with Goklaney's club, the Rotary Club of Bombay, on a project to install water purification plants in slums where residents could not afford individual home purification systems. The project was set up to be self-perpetuating, and continues today. "We make agreements with communities," says Goklaney. "They get to buy water cheaper than they could get it anywhere

else. The proceeds pay the salaries of a group of local women who manage the plant's finances. Any extra proceeds are set aside as seed money for more plants in other neighborhoods."

IN 2007, SAXEGAARD FOUNDED the Oslo-based nonprofit Business for Peace Foundation. Each year, the organization convenes a panel of Nobel laureates in peace or economics to identify and award corporate leaders from around the world who practice capitalism in a way that ethically creates economic value while also creating value for society.

Saxegaard says Rotarians are an important part of a new conversation about values-based businesses. "You can't just be making money, and Rotarians understand that. You have to be creating value, solving problems. You have to be able to look in the mirror and say this is the type of business person I am, this is how I'm improving society and the world." He recommends asking a few basic questions that apply to all types and sizes of businesses: Who are your customers? What does your product do for them? Could it do more, or do it better? Where do your supplies come from, and why? What communities do you exist in? In each, are you a good community member?

Skeptics doubt the claim that business can solve problems traditionally considered to be in the realm of government regulation. Sociologist and author Nicole Aschoff has criticized Mackey and Sisodia as "mythmakers." "I think they're well-intentioned," Aschoff says. "But their arguments don't acknowledge the severe limitations of what you can do with a business as your vehicle for positive change." This is especially true for complex issues such as the environment. "The idea that a company can

treat the environment and investor returns as equally important simply isn't true. Big, urgent social problems need political solutions, and those solutions can only come from models and movements that aren't grounded in the need to generate a profit."

Others have questioned Sisodia and Mackey's data. Business scholar Chong Wang challenged their conclusion that businesses following a more purpose-driven approach outperform their competition. (Among other problems, Wang pointed out, they had hand-selected the companies on which they based the claim.)

Sisodia acknowledges that more work needs to be done to figure out why, exactly, some highly conscious companies succeed while others don't. "The data just does not exist for a large-scale empirical study," he says. "What we know is that some businesses have organized themselves around higher purpose and enjoyed great success. That's our starting point. For the movement to grow, people in the conscious business community are going to have to figure out new ways of talking to each other – new ways of sharing data and experience to figure out what works."

Rotarians could be a vital part of that conversation. "A lot of what goes into conscious business is finding networks of conscious collaborators," says Sisodia. "From what I know about Rotary, it's a network full of exactly this sort of people." ■

Andrew Baker's work has appeared in the Guardian, Elle, and New York Observer.

Ask an expert in conscious capitalism
to speak at your next meeting.
Find one near you at
consciouscapitalism.org/chapters.





RISE TO THE CHALLENGE

Girls in developing countries miss up to five days of school per month when they menstruate — costing millions of days of lost learning.

Rotarians are coming to their aid. Since 2010, The Rotary Foundation has invested \$15 million on over 200 water, sanitation, and hygiene (WASH) projects in schools in 48 countries.

We can do even more to help children worldwide benefit from healthier, stronger schools. That's why Rotary launched the **WASH in Schools Target Challenge** in Belize, Guatemala, Honduras, India, and Kenya.

To learn more or partner with a WASH in Schools project, visit rotary.org/WINS.



insider

Ghana Rotarians welcome new sanitation agency

In January, new government officials assumed office in Ghana and set a fresh tone in addressing access to water and public sanitation. President Nana Akufo-Addo announced the creation of a Ministry for Sanitation and Water Resources. It's the first time an administration has dedicated a Cabinet agency to public sanitation.

Ghanaian Rotarians involved in the rollout of the Rotary-USAID International H₂O Collaboration, a \$4 million initiative to support sustainable change to water, sanitation, and hygiene initiatives in Ghana, welcomed the move.

"A major challenge facing our country is access to water," Akufo-Addo says. He chose Joseph Kofi Adda to lead the ministry and its "one-house, one-toilet" policy, which aims to eradicate open defecation in Ghana.

Previously, water, sanitation, and hygiene issues in Ghana were under the purview of the Ministry of Water Resources, Works, and Housing.

Many applauded the creation of the ministry. "This is like being alone in a boat which is struggling to go upstream and suddenly getting another person to help with the rowing," says Ako Odotei, chair of the host committee of the Rotary-USAID partnership in Ghana. The partnership – which involves 36 Rotary clubs along with Global Communities, USAID's implementing partner in Ghana, and the



ROTARY INTERNATIONAL / ALYCE HENSON

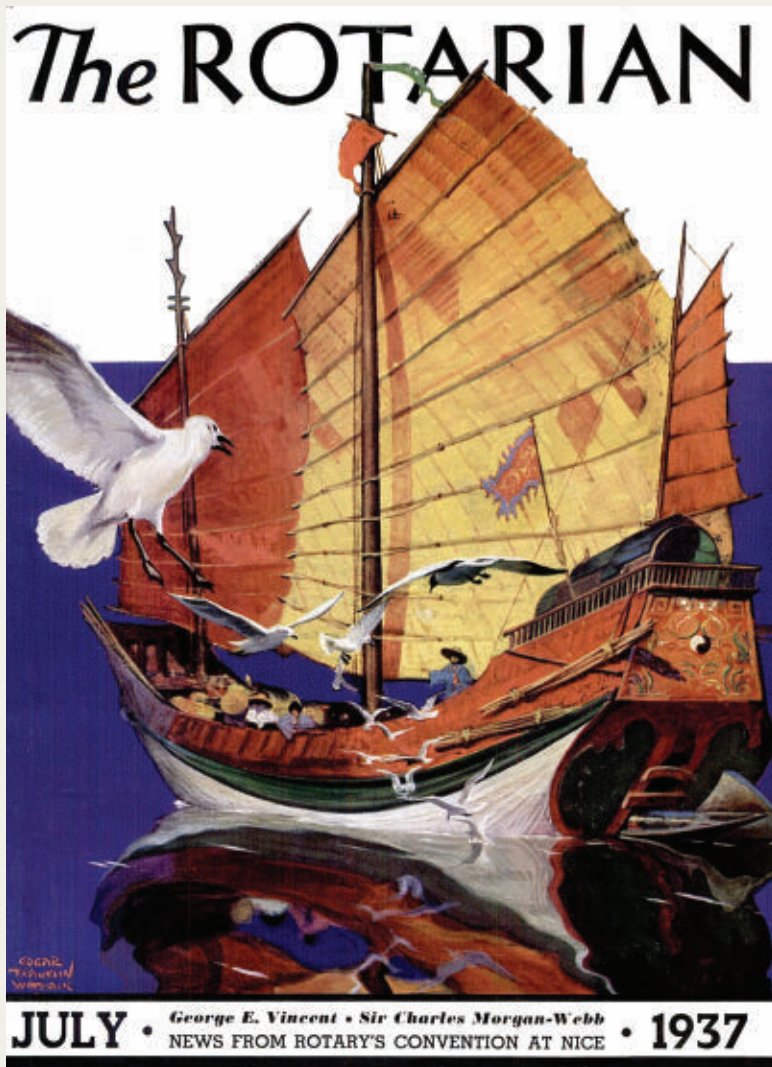
Your Legacy, Rotary's Promise



Your annual gifts to The Rotary Foundation help people around the globe live better lives today.

Planning a gift to Rotary's Endowment supports these same life-changing programs forever.

Learn how the next century of service begins with your Rotary legacy at rotary.org/legacy.



FROM THE ARCHIVES OF THE ROTARIAN

July 1937 American artist Edgar Franklin Wittmack painted the image showcased on this cover. Wittmack created covers for many magazines in the 1920s and '30s and was nearly as well-known as Norman Rockwell. Instead of focusing on small-town life, he painted mostly active or heroic figures – soldiers, mountain climbers, pilots, cowboys. The painting on this cover was titled *A Chinese Junk* and shows the decorated stern of an ancient Chinese ship developed during the Song dynasty that was used for long voyages. While it's unclear how the illustration relates to the cover line – “News from Rotary’s Convention at Nice” – we appreciate the image nonetheless.



government’s Community Water & Sanitation Agency (CWSA) – will roll out activities to improve water and sanitation conditions in 165 rural communities.

Beyond building infrastructure, the Rotary-USAID partnership empowers communities through training in financial sustainability to support infrastructure maintenance and by advocating for equitable resource allocation.

About two dozen Rotarians participated in a training workshop on advocacy in mid-January in the capital, Accra. Organized by Naana Agyemang-Mensah, the host committee’s advocacy subcommittee chair, with the support of Theophilus Mensah, who managed the RI-USAID project, and Theodora Adomako-Adjei, the extension services coordinator of the CWSA, the workshop received positive feedback.

“I think the advocacy workshop was very important and very needed,” says Anita Griffiths of the Rotary Club of Sekondi-Takoradi. “We learned that when you are doing something in the community, you have to involve the community and then see whether they really need the project that you are putting there.”

In Ghana, the poorest communities rely on local government and outside support for funding maintenance and operations for sanitation infrastructure. However, funding gaps and delays at the local level often prevent federal resources from reaching the neediest communities. “Holding the [local] district assemblies to account – that

ROTARY AT A GLANCE

As of 31 March

ROTARY	ROTARACT	INTERACT	RCCS
Members:	Members:	Members:	Members:
1,233,172	233,450	495,880	210,500
Clubs:	Clubs:	Clubs:	Corps:
35,533	10,150	21,560	9,452

PRESIDENTIAL **PEACEBUILDING** CONFERENCES 2018



To highlight the areas in which Rotary does its most significant work, RI President Ian H.S. Riseley is convening a series of **SIX PRESIDENTIAL PEACEBUILDING CONFERENCES** during the first half of 2018. The six conferences will focus on how peace relates to each of Rotary's five other areas of focus as well as environmental sustainability. The series will:

- **ELEVATE**
Rotary's status as a global leader in each area of focus
- **DEMONSTRATE**
The Rotary Foundation's impact in each area of focus
- **BUILD KNOWLEDGE**
to inspire participants and increase their service engagement
- **PROVIDE**
a platform for members and nonmembers to network, make connections, and explore partnerships for projects



10 FEBRUARY 2018

VANCOUVER, CANADA | Zones 24 and 25
**ENVIRONMENTAL SUSTAINABILITY,
AND PEACE**



17 FEBRUARY 2018

BEIRUT, LEBANON | District 2452
**WATER, SANITATION, HYGIENE,
AND PEACE**



24 FEBRUARY 2018

COVENTRY, UNITED KINGDOM | District 1060
**DISEASE PREVENTION AND TREATMENT,
AND PEACE**



17 MARCH 2018

SYDNEY, AUSTRALIA | District 9675
**ECONOMIC AND COMMUNITY
DEVELOPMENT, AND PEACE**



28 APRIL 2018

TARANTO, ITALY | Rotary Italia
**MATERNAL AND CHILD HEALTH,
AND PEACE**



2 JUNE 2018

CHICAGO, USA | Zones 28 and 29
**BASIC EDUCATION AND LITERACY,
AND PEACE**

is really the greatest challenge,” says Peter Aniglo of the Rotary Club of Sunyani Central. Aniglo says the workshop helped him understand the laws and regulations in order to train communities to know their rights, as well as the importance of helping communities organize self-funding methods and the need to engage decision-makers at the local level.

Communities have to feel invested, Griffiths says. “As Rotarians, when we put the facility there, we shouldn’t just come back to our homes and clap and relax. We should be monitoring, we should be fully invested, and we should continue to educate them and get them involved as well.”

— MOHAMED KEITA

In memoriam

With deep regret, we report the deaths of the following Rotarians who served RI as district governors:

R. Clinton Emery, Fairport, N.Y., 1981-82; **Hiromu Akiyama**, Kawaguchi West, Japan, 1982-83; **Edmund T. Lenthall**, Norfolk Island, 1982-83; **Abdelrahim Elamin**, Khartoum, Sudan, 1986-87; **William Grossman**, Warren, R.I., 1988-89; **Lawrence S. Margolis**, Washington, D.C., 1991-92; **E. Milton Scott**, Lynnwood, Wash., 1991-92; **Edward J. Cullen**, Watkins-Montour, N.Y., 1993-94; **John P. Hemmant**, Toronto-Don Mills, Ont., 1994-95; **Kovit Suvanasingha**, Dhonburi, Thailand, 1995-96; **Harry K. Blaeser**, Rochester, N.Y., 1996-97; **Georges Kopiloff**, Le Bourget-Aulnay/Sous-Bois, France, 1996-97; **Tae Seong Chun**, Daegu North, Korea, 1996-97; **David R. Peterson**, West Winfield, N.Y., 1997-98; **Henry MacD. Bodman**, Mount Coot-Tha, Australia, 1998-99; **Dong Namgoong**, Iri Dong, Korea, 2002-03; **M. James Holden**, Canandaigua, N.Y., 2006-07; **Takanori Sugitani**, Tamana, Japan, 2007-09; **Teruhide Osawa**, Toyokawa, Japan, 2009-10; **Mitsuhiro Honda**, Kumamoto Joto, Japan, 2011-12; **Soushi Ishii**, Yokkaichi, Japan, 2011-12.

MESSAGE FROM THE FOUNDATION CHAIR

The Foundation and the power of an idea



It seems like yesterday that I was 26 and a brand-new member of Rotary. When I missed my third meeting and failed to do a makeup, my sponsor sat me down and for the first time really explained the values of Rotary. I took his words to heart and haven’t missed a makeup since. Now, 49 years later, almost to the day – as a proud member of

the Rotary Club of Los Angeles (LA5) – I am honored and humbled to serve as chair of the Trustees of The Rotary Foundation this year.

The Foundation started with a simple idea: to do good in the world. One hundred years later, we know the story of what happened – as we have learned during this year’s celebration of the Foundation’s centennial.

During those years, Rotarians have raised and invested more than \$4.1 billion in thousands of programs, projects, and scholarships. In short, the Foundation is a living history of the power of one idea. A Rotarian shares an idea with his or her club, and – with the help of grant money from the Foundation – amazing things happen.

This is an exciting time to be a Rotarian. It’s the first year of The Rotary Foundation’s second century, and we are on the verge of participating in one of the most amazing accomplishments in human history: the eradication of polio. Thirty-two years ago, PolioPlus began and served as a catalyst that engaged Rotarians and partners worldwide. Today polio is on track to become the second disease eradicated in human history. CNBC, a leading global media outlet, recently ranked The Rotary Foundation third on its list of the “Top 10 Charities Changing the World.”

In the coming months I look forward to discussing our Foundation goals for the next year and beyond. Share your thoughts with me at paul.netzel@rotary.org. Ask yourself, “What can I do to help tackle an issue that’s near and dear to me?” How will you engage the Foundation to help you? Remember, all it takes is one person with an idea – along with a great organization – and those timeless Rotary values I learned way back when. It seems like yesterday.

Paul A. Netzel
FOUNDATION TRUSTEE CHAIR

Apply yourself

Would you like to contribute further to Rotary by serving on a committee? Each of Rotary's committees, comprising Rotarians and Rotaractors from around the world, works with the organization's leadership to ensure efficiency and promote the goals and priorities of the strategic plan.

The following committees are searching for qualified candidates for openings in 2018-19. All committees correspond via email, teleconference, and webinars as needed, and some involve at least one mandatory in-person meeting per year. Most committee business is conducted in English.

To be considered for committee membership or recommend someone for an appointment, visit on.rotary.org/committeeapplication.

Applicants must be registered on My Rotary at www.rotary.org/myrotary and ensure that their My Rotary profile includes current contact details.

The application deadline is 11 August.

COMMITTEE	FUNCTION	PREREQUISITES	COMMITMENT
Audit	Advises the Board on financial reports, auditing, and the system of internal control	Independence, appropriate business experience, and demonstrated literacy in auditing, accounting, banking, risk management, or compliance.	One six-year term; multiple meetings in Evanston
Communications	Advises the Board on communication with key audiences	Professional background and experience in a communication-related field	One three-year term; annual meeting in Evanston
Constitution and Bylaws	Counsels the Board on constitutional documents and legislative procedures, including the Council on Legislation and the Council on Resolutions	Must be comfortable reviewing legal and governance documents; legal, legislative, or Council experience preferred	One three-year term; at least one meeting a year in Evanston; annual teleconference; and one Council on Legislation meeting in Chicago
Election Review	Reviews complaints and disputes related to RI officer elections	Must be a past district governor with strong knowledge of RI Bylaws	One three-year term; meets via correspondence as needed
Finance	Advises the Board on Rotary's finances, including budgets, investment policy, and sustainability measures	Professional background in a finance-related field; nonprofit experience preferred	One three-year term; two meetings a year in Evanston
Global Networking Groups	Oversees action groups, fellowships, and vocational service, including operations, program enhancements, proposals	Strong candidates have led action groups, fellowships, or club- or district-level vocational service initiatives, and are familiar with their policies.	One three-year term
Joint Committee on Partnerships	Advises the Board and Trustees on partnership and sponsorship matters	Extensive knowledge of international development issues; experience in developing and working with partner organizations; ability to network and to identify and cultivate significant partners for Rotary; and willingness to commit time and effort to Rotary, including participation in committee meetings	One three-year term; two meetings a year in Evanston



COMMITTEE	FUNCTION	PREREQUISITES	COMMITMENT
Joint Young Leaders and Alumni Engagement	Advises the Board and Trustees on engaging program participants, alumni, and other youth and young professionals	<p>Rotarians: Experience working with youth and alumni; district committee leadership; prior Rotary program participation</p> <p>Rotaractors/alumni: Leadership at the club, district, and international levels</p>	<p>Rotarians: One three-year term; annual meeting in Evanston</p> <p>Rotaractors/alumni: One one-year term; one meeting in Evanston</p>
Leadership Development and Training	Advises the Board on Rotary's leadership training program for Rotarians, clubs, and districts, with a special emphasis on training for district governors	Must have significant training or education experience with a preference for leadership development	One three-year term; annual meeting in Evanston
Membership	Advises the Board on matters related to membership development, retention, and engagement	Must have significant knowledge of and commitment to membership attraction and engagement activities; members of clubs that have diversified preferred	One three-year term; two meetings a year in Evanston
Operations Review Committee	Monitors the effectiveness, efficiency, and implementation of all internal systems; serves as an advisory group to the Executive Committee on compensation matters; and performs other oversight functions as requested by the Board	Experience in management, leadership development, or financial management, with a thorough knowledge of Rotary's operations	One six-year term; typically meets in Evanston twice a year
Rotaract and Interact	Advises the Board on Interact and Rotaract; develops the Rotaract Preconvention Meeting program	<p>Rotarians: Experience working with youth; direct experience as a mentor or Rotaract/Interact adviser or district chair. Youth program alumni are strong candidates.</p> <p>Rotaractors: Leadership at the club, district, and international levels. Strong candidates have served as a district Rotaract representative, organized projects, or attended a Rotaract Pre-convention. Age restrictions may apply.</p>	<p>Rotarians: One three-year term; annual meeting in Evanston</p> <p>Rotaractors: One one-year term; one meeting in Evanston</p>
Strategic Planning	Reviews Rotary's strategic plan and associated measures; advises leadership on other matters of long-term significance	10+ years of experience in strategy development, monitoring, and implementation, and strong understanding of RI and Foundation programs and services	One four-year term; up to four meetings in Evanston



✓Yes



✓Yes



✓Yes



Complete Exhaust Kits!
✓Yes



xNo



✓Yes

✓Reliably Low Prices
✓Easy To Use Website
✓Huge Selection
✓Fast Shipping
www.rockauto.com



ALL THE PARTS YOUR CAR WILL EVER NEED

NOT LEAVING THE SAME

Across

- 1 Rises, as in court
7 Temporary measure
14 Attempted to rip
15 By and large
16 Start of presidential theme for 2017-18
17 Part 2 of the theme
18 Vigilant
19 Easy toss
20 Not polluted
21 End of the theme
28 Satirical movie of 1974
29 It's a relief
30 Floral garlands
31 Set of foot bones
33 Set ___ for (try to catch)
34 Folkie DiFranco
37 Routing need
38 Fort Worth school, briefly
40 Put on, as clothes
41 Snug
43 Nook alternative on Apple devices
46 *Star Trek* counselor
47 "___ you clever!"

- 48 "Everybody, ___ your hands"
52 RI president for 2017-18
54 Dance at a Jewish wedding
55 ___-80 (early home computer)
56 Day divisions
57 "Sustainable ___" (key Rotary feature, per 52-Across)
61 52-Across's spouse
62 "Kyrie ___" ("Lord, have mercy")
63 Andre of tennis
64 Slangy hot dogs
65 French caps

Down

- 1 Subway car dangles
2 Prepare for production
3 Main channel
4 Dearest companion?
5 Pub missile
6 Squalid digs

- 7 Wal-Mart founder Walton
8 Bag-screening grp.
9 Sharpshooting Annie
10 Rap-sheet datum
11 Oater prop
12 School subj.
13 Vegetable that rolls
21 Kidvid explorer
22 Be a muse for
23 Viral woe
24 What a hustler may try to pull
25 Socially challenged sort
26 Goodbye, in Rome
27 Sports channel
32 *Chasing ___* (1997 Ben Affleck movie)
33 Arctic diving bird
34 Broadway opening?
35 *Julie & Julia* screenwriter Ephron
36 "___ Fire" (Springsteen tune)
39 Big maker of perfumes
42 Coniferous evergreen
44 ___ Paese
45 Learned person

BY VICTOR FLEMING, ROTARY CLUB OF LITTLE ROCK, ARK., USA

1	2	3	4	5	6		7	8	9	10	11	12	13	
14							15							
16							17							
18									19					
20					21	22	23	24				25	26	27
28					29						30			
			31	32					33					
34	35	36		37				38	39			40		
41			42			43	44				45			
46					47						48	49	50	51
52				53							54			
			55							56				
	57	58				59	60		61					
62									63					
64									65					

- 47 St. Francis' home
49 *Thelma & ___*
50 Rap-sheet datum
51 *Pearls Before Swine* creator Stephan
53 1992 Pro Bowl MVP Michael
56 Mammoth
57 Follow a pattern, maybe
58 Yale athlete
59 Cedar Rapids school
60 USNA grad
61 Abrupt poke

Solution on page 18



**Thank you for making the last
100 years of service possible by
supporting The Rotary Foundation.
Together, let's do good in the world
for 100 more.**

LEARN MORE: [Rotary.org](https://www.rotary.org)

THANK YOU SPONSORS

DIAMOND SPONSOR



PLATINUM SPONSOR



BRONZE SPONSORS



PREMIER SUPPORTERS

Holder Construction
UPS®

SUPPORTERS

Alston & Bird
Atlanta Falcons
Atlantic Capital Bank
AT&T
EY
Genuine Parts Company

Georgia-Pacific LLC
Georgia Ports Authority
Grant Thornton LLP
Graphic Packaging International, Inc.
Greenberg Traurig, LLP
Hennessy Automotive Companies

KPMG LLP
Porsche Experience Center, Atlanta
Printpack
Regions
SunTrust



Thank you for helping to make the
2017 Rotary International Convention
a success!

the rotarian



Every year, U.S. magazine publishers gather to recognize the best in the business. *The Rotarian* was among the top winners of the 2016 Media Industry Newsletter (MIN) awards, with eight editorial and design honors. The magazine shared the spotlight with *Travel + Leisure*, *Food & Wine*, and *Time Inc.* *The Rotarian* also received eight editorial and design honors from *Folio* magazine for excellence in nonprofit publishing and six EXCEL Awards from Association Media & Publishing. *Folio* also honored Editor in Chief John Rezek on its 2016 list of 100 of the industry's top achievers.

MIN Editorial & Design Awards

WINNERS

SINGLE MAGAZINE ISSUE
February 2016

COVER DESIGN
February 2016

COVER ILLUSTRATION
August 2016

HONORABLE MENTIONS

ADVICE COLUMN
"Worst-Case Scenario"
October 2015

OPINION/COMMENTARY
"Home Game"
October 2015

FEATURE ARTICLE
"Crisis at the Doorstep"
May 2016

MAGAZINE DESIGN/
SINGLE ISSUE
January 2016

PHOTO GALLERY
"How to Frame a
Winning Photo"
June 2016

Folio Eddie & Ozzie Awards

WINNERS

NONPROFIT SINGLE ARTICLE
"What It's Like To ..."
package of first-person essays
January 2016

FEATURE DESIGN
"What It's Like To ..."
January 2016

COVER DESIGN
February 2016

HONORABLE MENTIONS

COLUMN/BLOG
"The Fun in Dysfunction"
September 2015

"Home Game"
October 2015

OVERALL DESIGN
June 2016

USE OF ILLUSTRATION
"Hard-Working Grants"
July 2015

USE OF PHOTOGRAPHY
"Heroin's Comeback"
September 2015

EXCEL Awards

GOLD

MAGAZINES/
GENERAL EXCELLENCE

MAGAZINES/COVER –
MANIPULATED MEDIA
April 2015

SILVER

EDITORIAL/OPINION PIECE
"Saying Thanks"
November 2015

BRONZE

MAGAZINES/
FEATURE ARTICLE
"We Are Brushing Against
Death Every Day"
February 2015

"The Lost Girls of South Sudan"
August 2015

EDITORIAL/OPINION PIECE
"In Praise of Libraries"
March 2015

last look



LEARN

In this issue you read about a fast-growing Texas Rotary club and how it brought innovative thinking to every aspect of the club experience. Learn more about how your club can embrace the new flexibility at my.rotary.org/en/club-flexibility.

WATCH

One big innovation Rotary is embracing the immersive experience of virtual reality, bringing the world to Rotarians in a new way. Watch Rotary's 360-degree VR video "I Dream of an Empty Ward" at youtube.com/watch?v=VDcirP_fejA. And prepare for the next exciting step in October.

The VR experience immerses a viewer in a filmed or created world they can explore.



facebook.com/rotary



[@rotary](https://twitter.com/rotary)



rotarian@rotary.org



Inspiration AROUND EVERY CORNER

The bottle caps that changed everything

When the Kissels, Heike and Dennis, met fellow German Rotarians (and former Rotaractors) Sandra Buehrke, Constanze Abendroth, and Lutz Olbrich during the 2013 Rotary International Convention in Lisbon, Portugal, something deeper than friendship was formed. A chance encounter at a House of Friendship booth featuring a bottle cap collection fundraiser led to dinner, where the idea sparked excited conversation to do the same at home.

Four years later, their group leads a successful nationwide effort for polio that has collected 150,000 kilograms of plastic bottle caps for recycling, providing funds for about as many polio vaccinations.

**Find your inspiration at the Rotary Convention in Toronto.
Register today at riconvention.org.**

Rotary



**ROTARY CONVENTION
23-27 JUNE 2018
TORONTO, ONTARIO, CANADA**



"I'm a bit sad that my fiancé and I didn't know about Stauer before we got engaged. This ring is so much more clear and sparkly than my real diamond!"

— P.T. FROM BALTIMORE, MD

Limited to the first 2100 responders to this ad only!



URGENT: Diamond Ring Recall

Experts warn that millions of rings may be "romantically defective" when compared to the spectacular 4-Carat DiamondAura® Avalon

She loves natural diamonds. She loves you even more. But when seven the skimpiest solitaires sell for as much as \$1,200, it's time to reconsider your relationship...with diamonds. Have you recently overpaid only to be underwhelmed? Send it back. You can do bolder. You can do brighter. You can own the Stauer 4-carat DiamondAura® Avalon Ring for under \$80.

When "cute" is a four-letter word. If you want to make a romantic impression, go big. Cute doesn't cut it. Your love deserves to be wowed. If you're a billionaire with money to burn, turn the page. Everyone else? What you read next just might change your love life. There's only one way to find out...

**EXCLUSIVE
FREE**
DiamondAura®
Stud Earrings
-a \$99 value-
with purchase of
the Purity Ring



We rewrote the rules of romance. Only Stauer's exclusive lab-created DiamondAura gives you the luxury look of large-carat diamonds for a fraction of the price. The ingenious DiamondAura process involves the use of rare minerals heated to incredibly high temperatures of nearly 5000°F. After cutting and polishing, scientists create a faultless marvel that's optically brighter and clearer with even more color and fire than a "D" flawless diamond.

Our exclusive DiamondAura jewelry features all of the classic specifications, including color, clarity, cut and carat weight and is hard enough to cut glass.

You get the look of natural stones, without the outrageous cost.

Experience the luxury of money in the bank. We "built" our own mined diamond version of this ring online at a popular jewelry site and the grand total was \$77,767! Today you can wear this 3 ¾ carat lab-created DiamondAura solitaire, accented with 32 gleaming DiamondAura rounds in fine .925 sterling silver for **only \$79!**

That's good, but you deserve better. Order now and we'll include the matching 1-total carat DiamondAura Avalon Earrings...absolutely **FREE**. That's right, 5 total carats of DiamondAura in sterling silver for under \$80. Talk about money in the bank!

Your satisfaction is guaranteed. If for any reason you don't absolutely adore your DiamondAura Avalon Ring, return it within 60 days for a full refund of your item sale price. But we promise that once you get a look at the Avalon up close, you'll see love in a whole new light.

DiamondAura® Avalon Ring (4 ctw) ~~\$295~~†

Offer Code Price Only **\$79** + S&P **Save \$216!**

You must use the offer code to get our special price.

1-800-333-2045

Offer Code: AVR483-06

Please use this code when you order to receive your discount.

Stauer®

14101 Southcross Drive W., Dept. AVR483-06,
Burnsville, Minnesota 55337 www.stauer.com



Rating of A+



† Special price only for customers using the offer code versus the price on Stauer.com without your offer code.

3 ¾ carat DiamondAura® center stone • 32 brilliant-cut accent DiamondAura® stones • .925 sterling silver setting • Whole ring sizes 5-10

Afford the Extraordinary