



Annual Reunion of Rotary International Past Officers San Diego, 16-18 January 2008

San Diego Rotary International Assembly - 13-20 January 2008

THE REUNION WHEEL

Wednesday, January 16, 2008

“ROTARY”



With the music of Carly Simon’s “Nobody Does It Better” playing in the background, POR Chairman PDG Rick Mendoza (Top Left) and D5340 Governor James O’Meara (Center Left) greeted all attendees and thanked the members of the POR Organizing Committee who have been working for one year to make this POR the success it is expected to be. Special thanks and a certificates of appreciation were given to Sam Greene and Carol Wylie, the first organizers of the POR. Sam also was presented with the “Giraffe Award” for having “stuck his neck out.” Following an introduction by PRID Dave Hossler (Bottom Left) , PRID John Germ (Right) addressed an audience of over 150 Rotarians at the opening Plenary Session of the 2008 Past Officers’ Reunion.



John’s Keynote address focused on reminding attendees what it means to be a Rotarian: that we represent all colors and creeds, religious and political beliefs and, although we are a diverse group , we are united in our commitment to SERVICE. He described the service ideal and commitment as the true meaning of the family of Rotary. PDGs should inspire younger members to become involved; use new technology and try “some new tricks.” Always remember to sponsor new members and personally engage them in club service projects.



It may continue to be too late to save the children of the world. There are seventeen million girls and over sixteen million boys with HIV/AIDS. More than 9,000 children are dying from malaria every day. Thirty thousand children under five are dying daily from preventable diseases. One-quarter of the world’s population are illiterate. Women are disproportionately represented, with no education and no opportunities. Functional illiteracy is rampant in the USA with adults unable to read prescription bottles or orders for sales.

As for water management, Benjamin Franklin said that “when the well goes dry, we will know the worth of water.” In response to these global problems, Paul Harris said, “The power of combined effort has no limitations.” Germ concluded by urging the audience to “make dreams real.”

Plenary Session II



(Left to Right) Ray Klingensmith, Chair, RICC, RI Convention LA 2008; Gerry Turner; Mike Birkholm ; PRID Grant Wilkins



www.rotary2008.info

Phyllis Nusz, POR Publicity Chair, introduced Members of the LA Convention Committee who then described in detail the myriad of wonderful events and opportunities for Rotary fellowship awaiting Rotarians in Los Angeles. [Ed Note: Please go to web address above to discover for yourself the reasons you should try to attend the upcoming RI Convention this June.]

Plenary Session IV

“Travel & Credit Card Issues”

RITS Makes Rotary Move

Robert Mintz, a former Colorado Rotarian and “Service Above Self” recipient talked to the POR about the dollars and cents of moving Rotarians around the world in programs as diverse as Board meetings, GSE travel, scholarship travel and DGE with spouse travel to San Diego annually. He noted that although the cost for airfare to San Diego has increased over the fare to Anaheim, the hotel and food savings under the new contracts make it a huge savings for RI.

Robert uses 150 airlines of the more than 600 operating around the world. Safety and timeliness are the issues that determine whether an airline is used by RITS. Cost savings are examined after this has been evaluated, and if a Rotarian has a local purchase cost saving of at least \$100., and an acceptable airline, RITS will pay for that alternate booking. At this time only about 5% of travel is assigned to local booking.

There are 9 offices around the globe handling the RITS booking. They are in USA, Mexico, South America, Philippines, Brazil, Australia, New Zealand, Japan and Korea. The statistics reveal that RITs’ average cost per mile was 11 cents in 2005-2006, and has been dropped to 9 cents per mile in 2006-2007. When compared with costs reported by AMEX (14 cents per mile each year) and Retail Industry/NGO travel (15 and 16 cents per mile), RITS has been able to work with good cost savings, and is prepared to place their more than 12 million dollars worth of Rotary business out to bid shortly.

Most travel is booked Coach Class. RI Board of Directors and TRF Trustees are booked Business class, while the RI President and President-Elect are booked 1st Class. RI President Wilf has declined to travel 1st class in the USA, and instead elected to travel Coach. For overseas travel, Business or 1st Class is necessary so that special travelers have an opportunity to sleep between events. In the future, RITS may allow more online booking, as long as the Rotarian travelers abide by RITS guidelines for safety and time sensitive travel connection plans.

The importance of the Rotary Foundation supporting credit card program was made very clear: since TRF receives approximately \$650,000. per year in a half or a quarter percent interest from the Bank or American

Express partners. During the years since the institution of this program, more than \$5.5 million dollars has been earned by TRF. Additionally, the card companies offer \$25 per new application to the club of the Rotarians, and each card user can earn points for travel, merchandise or cash back. This is a real win-win situation for TRF, clubs and Rotarians. The program is now operating in 12 countries: USA, UK, Canada, Japan, Mexico, Philippines, Spain, Scandinavia, Thailand, Ireland, Italy and India. For more information contact Robert.Mintz@rotary.org.

Plenary Session III

D.K. LEE, R.I.P.E.

“My Rotary Vision”



(Modified after the www.rotary.org newsroom report of January 14, 2008)

Rotary International President-elect Dong Kurn Lee addressed the Past Officers' Reunion today, urging Rotarians to use their resources to help curb child mortality. Lee said he was in disbelief when he learned that 30,000 children under the age of five die every day from preventable diseases such as pneumonia, measles, and malaria.

“Once I understood the issues behind that terrible number, I knew what I needed to do,” Lee said. He said that Rotary will keep the service emphases of recent years -- water, health and hunger, and literacy -- but asks us to focus our efforts in each of these areas on children. “In 2008-09, I will ask you all to Make Dreams Real for the world’s children,” he said. “This will be our theme, and my challenge to all of you.”

“Children are killed by illnesses that become deadly in combination with poor sanitation and malnutrition,” Lee said. In addition, families stricken [sic] by extreme poverty are trapped in a cycle that only leads to more unnecessary deaths. “It’s a cycle that is not interrupted because there is no access to education.”

He challenged the audience to do their part to give children “hope and a chance at a future” by reducing the rate of child mortality in the world. “We will bring clean water to their communities and create sanitation projects that keep children healthy,” Lee said.

D.K. reminded us of Rotary’s power and encouraged all of us to use our resources efficiently to maximize the good done around the world. Rotarians can improve children’s health, Lee said, even in small ways, such as delivering mosquito nets, rehydration salts, vitamins, and vaccines. “So much more can be done with just a little more: a trained birth attendant, a simple clinic, a school feeding program, a visiting nurse,” he continued. “These are simple and direct ways to save children’s lives.”

In 2008-09, Rotarians will be asked to open their eyes to the needs of children in communities near and far, Lee said. “Children die not because nobody can help them, but because too often, nobody does. But you and I, here in this room, are Rotarians, and helping is what we do best,” he said, adding that “our job is to Make Dreams Real for children. If every one of us does this, at the end of our year, we will all have achieved something wonderful.”

RI PRESIDENT WILF WILKINSON

“What’s Happening In Rotary”



Half way through his term as RI President, Wilf Wilkinson has some ideas to share about Rotary tradition. He sees Rotarians as having a responsibility to steward the health of the community in which they are anchored and serve, and the responsibility to steward the health of Rotary.

PRID Ron Beaubien serving as Membership Chair, promoted the idea that each President should propose a new member EACH YEAR to their club or another club. Facing the fact that the world population is increasing, the logical deduction is that Rotary membership must also increase to keep pace with the needs for service. Wilf contacted the International Presidents of Kiwanis and Optimist Clubs, and Lions. Only Lions have been growing, and now boast 1.3 million members. This remarkable feat was accomplished because the Lions Organization integrated their Lioness (female) Clubs, and hence expanded their numbers.

There is a lesson to be learned in this. 18% of Rotary members rise to the need to bring new members into Rotary. That means that 82% of Rotarians never offer the opportunity to join to anyone!!! Smaller Rotary Clubs need support from larger clubs. Larger clubs need to look at marketing to businesses, and emphasizing the benefits of bringing business people into local clubs.

“GOODWILL” means benevolent interest or concern: that describes a Rotary Club’s influence on a community. “GOODWILL” also means a willing effort: with 1.2 million members, anything can be accomplished. “GOODWILL” also means a favor or advantage that a business has acquired, and it also alludes to the idea that Rotary can conquer diseases or offer economic opportunities. The lesson to businesses and communities is that Rotary offers benefits to all, not for ourselves or for recognition.

An example of the element of TRUST that exemplifies Rotary’s reputation among peoples of the world, and among charities, is the fact that the Polio Challenge from the Gates Foundation was not just a letter offering to match funds: the Gates Foundation wired \$100 million dollars into the Rotary Foundation: they know they can count on us!

Wilf finished by telling all assembled to “Continue doing the incredible work which we have been doing for almost 103 years: we as Rotarians owe this to the world, our communities and to ourselves!”



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Plenary Session V “Clean Water In The World”

Following his introduction by PDG Fernando Favela, PDG Ron Denham presented a superb slide presentation on a “Strategy to Bring Safe Water and Sanitation to Those in Need:”

1.2 billion people (one in five) lack access to safe water and 2.5 billion have no sanitation. Water borne diseases have a major impact on the health of the world with 8000 people dying every day, 250 children dying every hour, and patients are filling 50% of world’s hospital beds. Economic consequences are equally serious: approximately 40 billion hours are spent, per year, in Africa alone collecting and hauling water; women and children (usually girls) spend up to 6 hours per day fetching water; and families often spend up to 25% of their income to purchase water. Water plays a critical role in sustaining life and livelihood: population and family stability; gender equality; environment; work and income; education and literacy; human health; and reducing conflict.



The only Millennium Development Goal (MDG) agreed on by all countries is Goal #7: By 2015 reduce by 50% the proportion of people without access to safe water and sanitation.

Rotary’s Water Resource Group and WASRAG endorse the MDGs, and suggests that: every Rotarian become aware of world water issues; every Rotary club should implement a water and/or sanitation project; and implement major demonstration programs. Thousands of clubs are already engaged in water/sanitation projects (drilling bore holes, digging wells; rainwater harvesting); purifying water (slow-sand filters, solar disinfecting, building dams and mini-pipelines, and protecting ponds). They are often motivated by getting a matching grant: a club decides to “do” a water project; it scans the list of clubs seeking help; it selects a project, contacts host club; together they submit proposal to TRF; grant is approved; work proceeds; and the final report is submitted to TRF.

But this approach is causing concern among partners and some NGOs: the resource may not be sustainable; the technology may not be appropriate; the people can’t maintain the service; no provision for spare parts; minimal behavior change; and there is no link to community health. It will no longer satisfy many Rotarians and/or funding partners: they don’t want the hassle of managing small projects; they want projects having REAL impact on the community’s life and livelihood they want to leverage with major donors, foundations, corporations, NGOs ; they want active involvement in the project and not just raising funds.

Future success depends on Rotarians taking a fresh holistic approach: focus on helping the community, not just supplying water; understand, build on, adapt to local culture; involve ALL the stakeholders—especially the women; encourage local buy-in/ownership and empower the local committee(s). and ensure free and open exchanges.

It also implies helping the local community and Rotary club to: create a 3-5 year “vision” for the region showing linkages to schools, health, agriculture, economic activity; agree on the scale & scope of the project; bring in other partners, local NGOs; agree on respective roles/resources; prepare submission to TRF; prepare proposal to other funding agencies; choose appropriate technology which is needs-driven, not supply-driven; adequate supply chain; and it is within the capability of the community. Include sanitation and hygiene, train and encourage behavior change; and implement systems to monitor progress and outcomes. This approach implies a new strategy for most Rotary clubs: a 3-5 year commitment; multi-club/district partnering; alliances with other NGOs/agencies; empowering the local community; and outside funding -- \$\$\$ millions.

WASRAG linkages (www.wasrag.org) will enable this new strategy: access to NGOs operating in the area; sources of funding; access to resources and expertise; evaluation of technologies; best practices; and training and behavior changes. Success ultimately depends on your attitude towards your partners: treat the “host” club as a true partner—not a lever to get funding; develop strong personal relationships; develop & maintain mutual respect.

[Ed. Note: A copy of Ron Denham’s presentation will be available on the WASRAG web site in a few days.]

Plenary Session VI

“The Business of Philanthropy”

Following an introduction by PDG Dave Heagerty, Ravi Ravindran, Trustee, TRF, introduced his topic by explaining the etymological origin of “Philanthropy.” It comes from the Greek, *Philos* (loving) and *Anthrophos* (man or woman) and perfectly describes what Rotary is: men and women “doing service with love.”



Ravi continued by noting that philanthropy is well-documented in America. Those that create wealth want to share it with others, he said, adding this is not the case for the rest of the world.

In India, however, the owner of TaTa Motors uses a constructive philanthropic approach. He doesn’t spend \$100,000 USD to send one person for a university education; he builds an elementary school that will educate 30 to 50 children! Providing for the less privileged was part of TaTa’s corporate culture, and the administrative leaders are all becoming involved with this philanthropy.

Ravi described several types of Foundations and noted who started them. TRF, unfortunately, is competing with these same foundations for funds.

An example of misplaced philanthropy was also discussed with respect to how the Tsumani relief efforts were handled in Sri Lanka, as much of the relief efforts were not effective. Planes arrived full of cold climate clothing (not of any use in a hot and humid environment) and medicines had expired dates and therefore of little use. Worse was that the planes arrived full and left empty, but took away much needed fuel in order to make the return trips.

Rotary tries to identify disaster needs and work within the framework of local clubs and Rotarian volunteers to provide assistance in disaster relief efforts. They have the ability to do small or large projects; they bring a passion to their service.

The poorer people of the world don’t want condolences; they want action. We need to put a value on Rotary work and volunteer time. Corporations need Public Relations associated with philanthropy -- a highly competitive field. TRF is trying to leverage funding and develop more partnerships with other NGOs. Rotary is using experts to invest TRF funds. The bottom line is that we act with the heart of Mother Theresa but we manage like professionals.

Plenary Session VII

“Rotary In Europe”

Past Officers were addressed by RI Director Elect Catherine Noyer-Riveau, M.D. who spoke about general membership growth issues. PDG Philippe Lamoise introduced her and served as her translator. She is a practicing OB/GYN, who since 1991 belongs to the RC of Paris. She has been a City Council member and serves on the Board of Doctors without Borders. Her term as an RI Director will run from 2008 to 2010, and she has the distinction of being the first female Director of the Board.



Noyer-Riveau stated that membership growth is critical. There has been consistent slippage in membership numbers due to aging, and lack of recognition of the problem being faced by Rotary.

With a ten per cent loss of members annually, in less than 20 years, the total current membership will be gone;-- a sobering thought.

North American membership is down dramatically, while African and Asian membership has increased, although it is likely that they too will decline in the future. Europe has 140,000 members of which 8-10% are women, and the members are aging. Globally approximately 22% of existing clubs have fewer than 20 members. The creation of new clubs in new areas like the central European nations initially offset the loss of existing members from established areas, but possible loss of Rotary credibility there maybe related to issues about ethics in some new clubs, and clubs must be carefully nurtured.

Data shows that during the first two to four years of membership, dropouts are epidemic, perhaps as high as forty per cent! What causes this retention problem? Perhaps new members are not being mentored, are not asked to participate, are not given enough information about the club's expectations, or their responsibilities, or are not fully integrated into the club. Lack of leadership at the District and club level can be seen, when membership numbers don't stay stable or don't move ahead. Trainers are trying to cope with this. It is noted that managers move frequently, that costs are often a factor and that the pressure of little available time can be the final straw for unengaged new Rotarians.

Clubs may lack a recruiting strategy. More than 80% of Rotarians have never sponsored new members. Eighty-six per cent of Rotarians are more than 40 years old. Current profile of the clubs should represent the communities in which they operate as to population demographics as well as accomplishment of meaningful goals and can not just be a social club. We need more volunteers to accomplish our Rotary mission.

PDG Art Harrington, Trainer from D5490 stated that in his work with DGEs this year and last, he heard European Rotarians state that they did not have membership problems: in fact they had waiting lists. He wanted to know if this implied exclusivity at work. Catherine said that she did not believe that that was true.

Helene Kalfuss, PDG D. 5330 pointed out that RIBI has only 5% female membership, and that Europe sits at 8-10% female membership while the USA has only 22% females, while the populations are about half and half, and women have more opportunities in business. Catherine expects that this is a logical source for more members over time.

Plenary Session VIII

“Polio Plus”

Robert S. Scott assumed TRF Chairmanship on July 17, 2007, and had previously assisted in the development of four goals for the year. They are Polio Eradication, EREY (he noted that donations have risen fourfold since the campaign began), Alumni involvement (our forgotten assets: 116,000 have received funds from TRF and only 16,000 have become Rotarians) and enhancement of the Centers for Peace and Conflict Resolution.



Polio Plus is the priority, with partners WHO, CDC, UNICEF and Governments of the world all pushing ahead for the final triumph. Robert presented photos of the leaders of the four remaining nations in which polio is still endemic at work immunizing children. Even before the Gates Foundation Challenge Grant and the Google Grant, the donations to TRF had doubled. He noted that the Gates Grant is a four page document, negotiated over 6 months, with their money deposited into TRF the date of signing. This is a huge accomplishment which will lead other Foundations to follow suit.

He explained what the three types of polio virus and three live attenuated oral poliovirus monovalent vaccines were, as well as noting that the oral trivalent vaccine is no longer needed. Robert projected in several slides the slow but steady progress toward eradication. Data from some of the former worst geographic areas of infection, show now few if any cases being confirmed in the last few months after aggressive NIDs in each nation. Robert explained that “containing” rather than eradicating polio was not cost effective, and would still allow some children to be paralyzed from Type 1 virus. That is an unacceptable side effect of containment. The 2007 Council on Legislation voted overwhelmingly to eradicate, rather than contain, polio.

POR leaders should encourage clubs to raise money by appealing to the general public. They should also commit to a goal of \$1000. per year for the next three years until the challenge is satisfied. DDF and cash should be donated to the effort, and there will be no PHF recognition for donations after the 30th of June 2008. A PowerPoint of Robert’s presentation is available for people to use for club programs. It may be found on the POR website :

www.rotaryreunion.org

Plenary Session IX

[Ed. Note: The following report is extracted from Eddie Blender’s January Issue of “Our Rotary Foundation.”]

Peace Scholarship Program



Edward Blender, Chair, Major Gifts, presented a program overview and funding needs for the Peace Scholarship Program. Recent events in the Middle East, Iraq and in other areas of conflict around the world remind us of the importance of continued efforts to make and keep peace. In the last 15 years alone, 3.6 million people have died as a result of civil wars and ethnic violence, and more than 45 percent of these deaths are likely to have been children. The Rotary Foundation has shown its commitment to creating a more peaceful world by establishing the Rotary Centers for International Studies in peace and conflict resolution and the Rotary World Peace Fellowships.

Each year up to 60 new fellows, chosen from various countries and cultures, come to one of the Rotary Peace Centers to earn a master’s degree in international relations, international law, public health, political science, and peace and conflict resolution, among other subjects.

The Rotary Centers’ curriculum teaches graduate students to identify the root causes of conflict, such as poverty, unsustainable development, and lack of political freedom. Courses also train students to exercise diplomatic discourse as a means for solving international problems. With such a degree, Fellows are able to obtain positions at the United Nations, World Bank Organization of American States (OAS), non-profit organizations, etc., that they would not be eligible for without such a degree. Through the first six classes, The Rotary Foundation has received over 1000 applications from over 400 districts and the Rotary Centers Committee has selected 340 candidates representing over 50 nationalities.

Over 200 program alumni are already making a demonstrated impact on the peace and security of peoples lives around the world. District Designated Funds have helped us in our mission to achieve world peace and international understanding. Your district can help ensure the selection of a full class of fellows by contributing DDF to the Rotary Centers pooled DDF fund.

- More than \$1.5 million endows a Rotary World Peace Fellow as often as every year (for a two year program of study) in perpetuity.
- More than \$750,000 endows a Rotary World Peace Fellow as often as every two years for two years of study in perpetuity.
- More than \$500,000 endows a Rotary World Peace Fellow as often as every three years for two years of study in perpetuity.
- A one-time restricted annual gift of \$60,000 funds a single Rotary World Peace Fellow for the full two-year program. This outright contribution provides immediate funding for the Rotary Centers; 100 percent of the gift is spent on the program.

Interested in a naming opportunity? please contact:

Eric Schmelling, TRF Fund Development Manager,
Eric.Schmelling@rotary.org, 1-847-866-3222

Plenary Session X

“The Friendly Fire of Rotary and the Challenges facing Rotary Membership”



PRIP Cliff Dochterman PRID Ron Beaubien Bob James, Jr. Megan Zander Cotugno

PRID Ron Beaubien served as moderator of a panel discussing membership, and kicked off Plenary Session X by introducing Maria Elena Dochterman. Proving that her husband does not have the only humorous approach to life, Maria Elena quickly had the audience engaged in a fictional story about how she met her husband. PRIP Cliff reminded all present that the position of PDG resembles a corpse: can't speak and has only a small but necessary part in the event.

Cliff stated that Rotary loses 180,000 members per year. There has been a slow decline in North America of approximately 16,000 drop outs in the past 5 years. He assured listeners that this is not because of anything negative about Rotary or other service organizations. The real cause is “Friendly Fire”: the thoughtless activity which, while unplanned, causes the everyday killing of Rotary Clubs around the world by encouraging people to leave Rotary. There is also the demise of good Rotarians and the “driving away” of potential new members.

Friendly Fire is the cumulative effect of many factors. Professional demands of jobs versus club demands for time and attention; concept of 100% attendance being an expected goal; depersonalization by the increasing use of electronic communication; 80% of members do not invite anyone to join their club; clubs whose goals do not extend beyond local projects, thereby failing to reach out beyond their own communities to other US districts and to other countries; clubs failing to publicize their events and accomplishments; members failing to support the Rotary Foundation or to expand donations beyond one Paul Harris Fellow; members who oppose change and who fail to welcome new members; Boards who do not assign new members meaningful jobs immediately to include them; members seeming exclusive because they are constantly critical of newer members or women in their

club; clubs allowing members to always sit together (and exclude newer people) or meeting at a too small venue (preventing expansion because no one wants to move to another restaurant or meeting room).

This accidental, thoughtless, inadvertent, and not intentional behavior results in missed opportunities to offer friendship and fellowship through the clubs. The slow decline of Rotary membership is not a result of external enemies: the tragedy is that Rotary's casualties and loss of members maybe due to "Friendly Fire". Clubs do not have to become victims to these phenomena.

Each member has the power, by altering his or her own behavior, to bring about changes which prevent "Friendly Fire" from happening in his/her relations with other Rotarians and with potential new members.

Panelist Bob James Jr., is the charter President of La Jolla New Generations RC in District 5340. The La Jolla Club is the newest Rotary Club in San Diego County. He spoke about the "New Generations Rotary Clubs," which emphasize networking, have short, after work meetings, and promote hands-on family friendly projects that can be accomplished quickly. The members' average age is under 40 years old. Often they meet at a bar. They offer inexpensive dues, and \$10.00 is charged for makeups for visiting Rotarians or retirees. Food is appetizer style, with dues \$55. per month and beverages are no host.

Megan Zander Cotugno is the Past President of the community-based Rotaract Club of South Bay (California) and the immediate past District 5280 Rotaract Representative for the Greater Los Angeles area. The group of 18-30 year-olds has meetings which allow flexible scheduling for young professionals and career/family-minded people on limited budgets. This type of club allows peer support for collaboration on community and international projects. It gives young professionals from non-Rotary families an opportunity to learn about Rotary, and to participate in these projects. Megan was asked about how to encourage Rotaractors to become Rotarians. She shared that her club was considering applying for their own charter to become a Rotary Club. She also noted that the Rotaract Pre-Convention meeting in LA will be an opportunity to share what Rotaract is and what it brings to communities; there will be a better understanding of the availability of Rotaract opportunities and a forum to share Rotaract success stories with Districts which may not have had experience with Rotaract. She concluded that many Districts only have a college-based club and have never tried to form a community-based club.

Plenary Session XI

"The Rotary Foundation"

Trustee Carolyn Jones (D 5010) discussed the Future Vision Plan of the Foundation as the road map for the execution of goals. The Committee which developed the Plan focused on definition of purposes, simplicity in programs with a shift toward District decision making, and greater balance in project options, as well as improved direction of giving and appeals for donors. Putting history in perspective, TRF awarded 10,000 matching grants in the 35 years between 1965 and 2000. In the four years from 2000 to 2004, they awarded another 10,000 grants! The need is great for clarification and clear, direct approach to handling this huge volume of work at the central offices, and Districts.



TRF will continue to emphasize Polio Plus, place itself as a charity of choice and as a premier Foundation worldwide. The business model which is being developed to support the Future Vision Plan will be fully presented to the full Board of Trustees in April 2008, as a transitional plan with major implementation steps. TRF's task to educate and orient Districts to the new plan is critical. There is a 5 way test for the Plan: simple, cost effective, significant Rotarian involvement, evidence of observable outcomes, and consistent with the Foundation's mission.

There will be two areas of funding:

Type A will be similar to the current District Simplified Grant. It will involve up to 40% of the District's DDF (District Designated Funds) and will be deposited to the District's bank account to be used at the District's discretion for Individual Grants, Rotary Club requests and other Rotary entities. Grants must be completed in 18 months or less. Scholarships can be for vocational education as opposed to academic scholarships.

Type B will be up to the remaining 60% of the funds available for the year, as currently represented by the World Fund, and administered through TRF staff.. Examples would be within three to five projects related to major RI focus, such as water and would also include income from Corporate Programs and Polio Plus major donations from outside Foundations. These would be priority needs identified by Rotarians. Packaged grants such as RAGS and/or Club and District Grants would be included here, as well as Peace Scholarships, and longer academic scholarships. SCR (Strategic Cooperative Relationship) relating to the area of focus or NGO cooperation would fall within this type of grant activity. Funding, therefore, could be from TRF, SCR or NGO, but any donation of more than \$25,000. from an outside source must be approved by TRF to protect our name. This would mean that with outside funding we do not have to partner with another District on some projects.

The time line will be 2008-2009: select, train and certify Pilot Districts and educate DGEs about new grant styles. 2009-2010 Begin awarding grants to Pilot Districts. 2010-2011 award grants to Pilot Districts, 2012-2013 begin new programs with all Districts. Pilot Districts could initially only pair with other Pilot Districts. More specific information will be forthcoming from TRF, and we should be watching for it.

The second section of Carolyn's report was about "Stewardship". In the area of financial and program management, the important of stewardship becomes more important with increased giving, and financial accountability to preserve our tax exempt status. Our high level of organizational accountability and transparency allows us to maintain excellent relationships and partnerships with other organizations, and also affects our ranking among non-profit organizations. The Gates Foundation Challenge Grant confirms this.

Who is Responsible for Stewardship? Everyone! TRF has Corporate responsibility, Districts hold responsibility for member clubs, and clubs for their members. There have been problems. Approximately 100 examples of misuse or mismanagement have surfaced during the past 5 years. These were traced to misunderstanding of the Grant guidelines, or intentional embezzlement. Situations included diversion of funds, fake documents, conflict of interest in awarding supplier contracts, ineligible contributions, false membership records, individuals monopolizing grants and irresponsible management.

TRF Board and staff addressed these problems by first requesting further information, then requiring remediation for the beneficiaries involved, sending Cadre members (people with professional expertise), contacting an audit firm, and assistance from District and Zone leaders. During the period from 2006-2008, TRF will expand Zonal training, focusing on best practices and grant management, and add professionals to the Cadre available to investigate problems. They will also increase the percentage of compliance reporting for all Rotary Districts and address all allegations promptly.

Carolyn closed by telling the audience that new Conflict of Interest policies will be implemented so that Rotarian involvement will be transparent. Rotarian leaders should be aware of their legal obligation to TRF, stay aware of projects being done by your District, lead by example, educate about fund-raising and contributions, and always report misuse or suspected misuse to TRF.

John Osterlund, TRF General Manager, noted that these are very exciting times for TRF. The Gates Foundation and Google Foundation Grants are both aimed at Polio Eradication. There is a new record of \$239 million in one year donated, and in 2006-07 the Annual Fund received \$103.5 million and TRF had \$105.8 million in investment income.

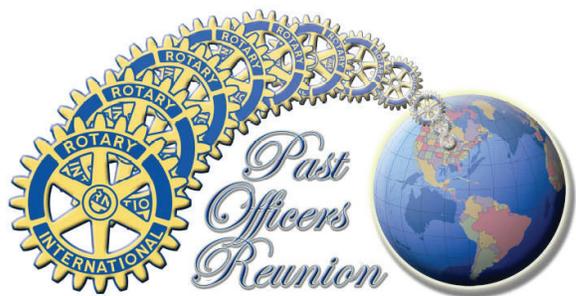


2002-03 was \$55.8 million, 2003-04 was \$70.5 million, 2004-05 was \$84.7 million and 2005-06 brought \$92.6 million. In 2006-07 USA donated \$56 million, Japan \$13.2 million, Korea \$9 million, India \$7.2 million and Canada \$5.5 million. Matching Grants awarded in 2006-07 were awarded as follows: India #328, USA #226, Mexico #181, Brazil #160, South Africa #107 and Philippines #106.

Clubs with 100% of members contributing to TRF have gone from 27 Districts to 83 Districts in 5 years. The Paul Harris Society which began in July 2006 already has 177 members. Non-contributing clubs have fallen from 10169 in 2003-04 to 6978 in 2006-07, and clubs reporting TRF Goals have increased from 13,116 in 2004-05 to 15,462 in 2007-08.

Ambassadorial scholarships have dropped from 1400 in 1997 to approximately 700 per year. The Matching Grants awarded have increased to approximately 2000 in 2006-07, and the amount awarded has risen from \$6718. to \$10,900. 00 within the past five years.

John reminded us that the full impact of the good being done in the world is available to any Rotarian by simply participating in the projects sponsored by Rotary in a hands-on way. He gave as an example several projects that he had recently visited, and that all of them had touched his heart.



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Friday, January 18, 2008

Plenary Session XII

RIPN John Kenny, of the Rotary Club of Grangemouth, Central, Scotland, was introduced by his aide, RIBI Past-President, Tony de St. Dalmas. who spoke about John's long and distinguished legal career in Scotland, and his many services to RIBI. Kenny is a past dean of his local law faculty, a judge, and a notary. He is active in scouting and earned the Medal of Merit for helping form new scout groups in Eastern Europe. An elder of the Church of Scotland, he has served as session clerk and presbytery elder. Kenny was also appointed deputy lieutenant of his district by Queen Elizabeth II. He is a past president of both the Forth Valley Junior Chamber of Commerce and the Federation of Scottish Junior Chambers of Commerce. He is also past general legal counsel of Jaycees International.

A Rotarian since 1970, Kenny served Rotary International in Great Britain and Ireland as president and vice president. He has served RI as director, executive committee chair, Rotary Foundation trustee, institute moderator, district governor, convention vice chair and group leader, president's representative, and committee member and chair. He's been a delegate, member at large, and parliamentarian at several Councils on Legislation.

Kenny is a Major Donor to The Rotary Foundation and a Bequest Society member and has received the Foundation's Citation for Meritorious Service and Distinguished Service Award.

John discussed the 7 Priorities in the Strategic Plan. The primary issue is **POLIO ERADICATION**, and completion of the campaign begun in 1985 and carried out successfully over the past twenty two years by RI. This will remain as the first priority until the polio eradication plan in the last four countries is completed.

The second major focus will be **PUBLIC IMAGE**. An action image relevant to the 21st century needs to be available for distribution by clubs in a wide range of communities, and staff is working toward that end.

HELPING OTHERS remains a focus, and International Service must include best practices for repair of projects, and funding for future repairs and spin off projects.

EXPANSION OF MEMBERSHIP globally is the fourth area in the Plan. **VOCATIONAL SERVICE** along with high ethical standards is still central to our organizations planning and future success. **OPTIMIZATION OF LEADERSHIP DEVELOPMENT** includes streamlining time usage and training in core values of Rotary. The seventh priority is **IMPLEMENTATION OF THE CLUB LEADERSHIP PLAN**, which has been developed to simplify and create a routine complete outline for any club from small to giant size, and is being moved into place by more and more clubs around the world.

John eagerly anticipates choosing the theme and jacket for his year as President, and assured attendees that it will be an exciting and fruitful time in 2009-2010.

Plenary Session XIII

PANEL DISCUSSION

“ RI Directors Tell It Like It Is”



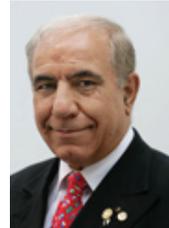
Donald L. Mebus



Ian H.S. Riseley



Paul A. Netzel



Örsçelik Balkan



Michael K. McGovern

RI Directors and Officers Vice President Mike McGovern, Don Mebus, Paul Netzel, Örsçelik Balkan and Treasurer Ian Riseley discussed changes and directions of Rotary International. The panel was moderated by PRID Ron Beaubien, Membership Chair.

Chief area of interest was the rezoning process and how it will be structured. Every eight years, rezoning is required according to RI Bylaws. Currently, Zones range from 27,000 members up to 60,000 members. For voting equality to apply, the membership in each Zone should be close to equal, and that is the goal. 34 Representatives (one from each Zone) are creating a final proposal for the RI Board to consider. McGovern has submitted one of the key proposals under consideration.

Mebus noted that every Zone has had an opportunity to voice any special concerns or interest as part of the process of preparing the final proposal. It was noted that rezoning is very different from redistricting, which maybe needed in the future to accommodate the entry of the vast potential membership of China into the Rotary family. Other issues such as the realignment of Institutes will be dealt with when the new plan is selected. Each Director added their thoughts and concerns to the discussion.

The plan will be implemented in 2008-2009 via nominating committee action, and the Directors under the new plan will start 7/1/2011.

The Nairobi Peace Conference, “Reach Out to Africa,” emphasized the need for continuity and organizing efforts to implement a plan for best practices in needs assessments in Africa. A Committee is being established to that end. Scatter shot projects, while well meaning, do not make a serious difference in the problems faced by Africans, and certain types of aid only exacerbate their ability to sustain progress. The conference attempted to discuss replacing this “band aid” approach with comprehensive planning by Rotarians throughout Africa.

RIP Wilf Wilkinson attempted to contact 100 of the Fortune 500 executives asking that they promote Rotary by sponsoring membership in local clubs for their executive staff members. Follow-up revealed that the letters were not in the right hands for that to happen. The Board would like to know if any POR attendees have direct connections with Fortune 500 companies or their Boards, so that another membership effort can be directed to them.

It was noted that Rotary Action Groups (RAG) will have booths at the LA Convention to further familiarize Rotarians with some of the projects available, and that RAGs serve as coordinators and facilitators for Rotary International’s major project focus areas.

12/31/2008 is the deadline for Districts to submit proposals to the 2010 Council on Legislation. Discussion of the 2007 Council’s expansion of the Nominating Committee for RI President from 17 nominators to 34, and hence doubling the cost of the selection process was related. This is now unfortunately in place for 3 years, and Past RI Presidents are meeting to make a recommendation to the Board regarding deleting this additional expense.

A question from the audience regarding making clubs more relevant to 30 year olds, brought a number of recommendations from the panel . Emphasis should be on immediately getting them involved (learn on the job), bringing in a critical mass of 4 or 5 younger members, perhaps friends, all at the same time encourages companionship and networking and setting them up for success by making them co-chairs of events. Reminder: be certain that clubs do not allow more established members to have “assigned chairs” where they sit every week. Forming new (after hours) clubs that emphasize fun and fellowship and networking is working in some countries. Board members stated that the 45-plus age group should not be neglected.

A question about the Gates Foundation Challenge Grant elicited the idea that each club should engage the public support in their area for Polio Eradication by fund-raising to allow them to send \$1000.00 per year for three years to help meet the challenge.

The final suggestion by Board members was to try to re-connect with Alumni who have been given so much by RI and their District. The LA Convention offers special rates for attendance at two half day sessions before the Convention, and a special discounted rate for general attendance.

The Board looks forward to an interesting and rewarding year, as ROTARY SHARES!

Plenary Session XIV

“ What Is New At Evanston?”

PDG Edwin H. Futa, RI's General Secretary, saw this past year's accomplishment of over \$100 million in donations as a major step toward Rotary's successful financial future. He noted that growth and change always bring the fear of change to the forefront, and it is important to step beyond that.



Rotary needs a clear and consistent vision of it's future. Lions International with their focus on vision services has grown membership and status among organizations that rank charities, and they have moved to second place in one ranking, ahead of Rotary International, ranked #5, even considering our larger Foundation corpus. Partnering with NGOs and Strategic Cooperative Relationship (SCR)s, we can look forward to some unimaginable achievements. An example of Rotary's reputation for accountability and stability is that the Gates Foundation drafted a four page agreement for RI signature for the \$100 million dollar Challenge Grant, and then electronically deposited the money upon the signing of the document. This was unheard of in the past. Bill Gates has been quoted as saying that he plans to change philanthropy in the same way that he has dramatically changed communications globally.

Futa noted that the rezoning is important, but redistricting is also pending, with the possibility of combining four Argentinean Districts into one to bring it into alignment with the size of other Districts' membership figures.

Rotary's new web site features the industry's best practices, while having a more sensitive search engine. Users are gradually appreciating the changes. There was a request to consider adding Club Foundation Chairs to have access to the database for TRF giving, and Ed noted that they will be added on a “read only” basis in the near future.



Plenary Session XV



“ A Panoramic & Futuristic View of Rotary”

PRIP Luis Vicente Giay



PDG Anne Fisher introduced PRIP Luis Vicente Giay , who stated that we are linked to others because we can all dream the future together. Luis noted nine trends have been well documented by researchers, and they have great bearing on planning Rotary’s future activities and directions.

We must be prepared for increased individualism, which could cripple the vision of service which Rotary holds dear. It will be hard to get people to understand and define “the common good,” since the attitude will be “keep it simple,” “don’t get too involved,” and “ME first.”

There will be a great change in the concept of “collective action” and solidarity. People will pay online with a credit card, and feel that any obligation of support is completed. Bill Gates has stated that he will change philanthropy as he has revolutionized communication. It is not clear what he has in mind, but his Challenge Grant is certainly part of his plan.

In the area of “Ideals” versus “Causes” there will be support of short term projects with immediate results, and so major projects which require time and continuity will lose out. This will impact great and almost unsolvable problems which Rotary nibbles at each year, and it may mean that people will not make any formal commitments to serve, without knowing “What’s in It for ME?”

We must expect significant demographic shifts. Among 6.4 billion people, within 10 years 20% will be under 25 years old, and 20% will be over 60 years old. This will cause a great population of people who need various levels of support for basic survival.

Communities will form at a distance from urban centers, and there will be limited social contact as people work out of their homes. There will be a decrease in citizen participation, and a lack of a feeling of belonging, which will lead to a poverty of the individual’s spirit.

The problem of conquering poverty can not be understated. We have globalized affluence but neglected to deal with the poverty that that action includes. Many times financial assistance is stolen from the poor by the leadership in their country. This issue needs the human touch.

Illiteracy is an overwhelming problem with one third of our current population illiterate now, and 50% projected to be in 15 years. In a time when survival requires knowledge, half of the world’s population will not be equipped to thrive or compete.

There will also be changes in the concept of “Peace” and Rotary will need to continue to influence its direction.

Finally, ecological concerns are emerging regarding non-renewable resources. Water will become more valuable than oil.

Giay warned that if Rotary does not pursue growth, does not take action, does not teach and inform, does not move ahead with solid plans, these pending problems of the future will exceed our means . How can we influence this ? What are the tools? Luis believes we can increase awareness, teach “service as a commitment”, renew and widen the scope of Rotary’s intellectual values including selflessness, charity, high and strong ethics and strength of character.

Register NOW for the 2009 POR

Saturday January 17 to Monday January 19, 2009

\$185.00

Philippe Lamoise, PDG, Registrar

WRAP-UP & CLOSE



Rick Mendoza, PDG Chairman, once again thanked all members of the POR Committee, having recognized each member individually during the opening of Friday's final Plenary Sessions, and thanked the audience for their attendance, attention and participation.

He encouraged everyone to preregister for next year's POR, to be held over the weekend, Saturday to Monday, January 17 -19, 2009.



The Reunion Wheel Staff:

PDG Ron Goodsite, Editor and reporter
DG Sandy Goodsite, reporter
PDG Marv Munro, reporter; Findings & Minutes Recorder
Jim Bradford, Photographer
PRID Dave Hossler, Photographer
RRFC Tony Brockington, Photographer

[Editor's Note: Please contact me directly at rongoosite@hotmail.com if you have any additions, corrections or comments with respect to the format and content of this 2008 POR.]