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The Great Western Trail: Rotary rides to the rescue





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DEAR FELLOW ROTARIANS,

Seventy-two years ago, the United Nations was founded “to save succeeding generations from the scourge of war ... [and] to practice tolerance and live together in peace with one another as good neighbors.” Despite those worthy aspirations, and generations of investment in achieving them, the “scourge of war” is still with us: Last year, more than 102,000 people died in 49 armed conflicts around the world. Some of those conflicts were in their fifth decade or beyond. Terrorism, intolerance, and extremism; the refugee crisis; and environmental degradation are now global challenges.

Collectively, we seem further than ever from achieving the goals that were set with such ambition and optimism in 1945. Yet hope endures, as long as there are people willing to work for a more peaceful future – not only through their governments, but also beside them and beside each other. Today, Rotary is better placed than ever to have a real and lasting impact for peace: through our peace-focused programs, such as Rotary Peace Fellows, and through every area of our service. Water, sanitation, health, education, and economic development are all interrelated and part of the complex interactions that can lead to conflict – or avert it. To best leverage our service in all these areas, and to maximize their impact for peace, it is essential to understand these interactions and plan our service accordingly.

For these reasons, we have scheduled a series of six presidential peacebuilding conferences between February and June in Canada, Lebanon, the UK, Australia, Italy, and the United States. These conferences will focus not on peace but on *peacebuilding*: We will share ways that we can work to build peace through the service of our Rotary clubs and districts. Five of the one-day conferences will illuminate the connections between peace and another area of focus. The first conference, in Vancouver, B.C., will explore the link between peace and another sphere of great concern to us in Rotary: environmental sustainability. You can view the full schedule and register at www.rotary.org/presidential-conferences.

The goals are simple: to help Rotarians find new ways to advance peace through their service, to learn from experts, and to strengthen our abilities to build peace. It is my hope and belief that these conferences will help us move closer to a more peaceful world, through *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





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Marking a historic 2,000-mile cattle trail is a project as big as the West. (Photography by Scott Slusher)



LEFT Pediatrician Ramon Resa in a cornfield near Goshen, Calif., not far from where he labored in the fields as a child. Read about his transformation on page 42. (Photography by NashCO)



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Good times ahead

If the *Rotarian* staff had gathered around a conference table at RI headquarters and said, “How can we inspire, illuminate, and show Rotarians something they haven’t seen before?” I feel that the August issue would be the result. I enjoyed all the articles, from the great piece and beautiful pictures of the Foundation centenary bell, to the interesting item about



Rotary Community Corps (perhaps the best-kept secret in our organization), to the eye-opening journey of Kevin Cook around the various clubs in his area. Mr. Cook’s article in particular helped me see that while Rotary could have been considered a very structured organization at one time, the flexibility now allowed is wonderful and should be embraced by all.

For an organization whose very name comes from the original plan of its early meetings, it has evolved into an idea, a philosophy, and a way of thinking that can be embraced online or in person, by young and old, at lunch or the cocktail hour. At age 30, I am proud to be a Rotarian and excited about what our future holds.

Christopher C. White
Jefferson City, Mo.

Women in waiting

I want to first congratulate Barry Rassin and Mark Daniel Maloney, both of whom have been Rotarians since 1980, on their nominations as RI president-elect and president-nominee.

I wonder when a woman will be nominated as RI president. It has been three decades since women were first admitted to membership. It was an excellent start when Jennifer E. Jones and Hendreen Dean Rohrs were selected as vice presidents of Rotary International. It is time for Rotary zone representatives to select nomination committee members who are willing to nominate a woman for president of RI.

Robert Drew Knight
Monroe, Wash.

Off brand

I am still trying to understand the selection of the RI presidents for 2018-19 and 2019-20. I have no doubt both men are qualified to lead our organization. But when I was in Atlanta at the International Convention, I sat in several public image sessions that discussed the goal of attracting younger members to Rotary by trying to dispel the myth that our organization is made up of old white men. So it is an amazing disconnect to hear that another two older white males have been selected as the next RI presidents.

Where are the women? Where is the diversity? And in the August issue of this magazine, the new directors for 2017-18 were announced – all are men.

How do we attract

younger members, especially women, when they look at the leadership of our organization and see nothing but older white males? If women are not placed in these director positions, they won’t be poised to eventually serve as Rotary president.

I find it incomprehensible that not one woman in Rotary in the last 30 years has had the qualifications to be president. As a female in Rotary, it is extremely disheartening to witness what appears to be a whole gender dismissed as not being worthy of or ready for the leadership of our organization. The message this sends to women in Rotary and prospective members is not a positive one.

Desirée Wilson
Sacramento, Calif.

Atmospheric pressure

I have read a couple of letters from recent editions that took issue with the concept of Rotary involvement with climate policy. As a volunteer entity, Rotary risks division on topics that are seen as political; however, climate change did not start as a political topic and is no more political than polio eradication. There are people who think vaccination is a deadly folly, but we Rotarians keep vaccinating.

It is possible to approach climate change in the political arena without being partisan. But it may not be possible to address climate change successfully without entering the political arena. Laws and treaties are the way to go in addressing this issue. Rotary risks looking irrelevant if we avoid climate as a topic, because it is not going away and younger Rotarians know it.

Chris Wiegard
Chester, Va.

Fellowship fun

A line from your July issue on page 33 [“The Social Networker”] is the best definition of Rotary I’ve seen in years: “Rotary is a place where people network and make professional connections while doing good in the world.”

This definition stresses fellowship as well as service. Without the fellowship, there wouldn’t be much service.

I also love the term “Rotarama.” It connotes a flair for fun and enjoyment that the term “Rotary” lacks.

Phillip Matous
Grosse Pointe Park, Mich.

Our golden rule

I recently had dinner with my sister. Although it was her birthday, she gave me a gift, a book titled *On Tyranny* by Timothy Snyder. One of the chapter titles is “Take Responsibility for the Face of the World.” As I read this chapter, it occurred to me that as Rotarians, that is what we do with The Four-Way Test on a daily basis.

We work to better the world and the people who inhabit it. In essence, we take responsibility for the face of the world by applying The Four-Way Test to our club activities and our daily lives. We demonstrate the motto Service Above Self through the projects and causes we promote.

I am just one among all the Rotarians who believe in The Four-Way Test. I have confidence that as Rotarians, we can influence and educate our communities by demonstrating the value of applying the test to our words and actions.

The next time someone engages you in a conversation of negativity, I hope you can find a way to interject The Four-Way Test in order to foster peace and tolerance in the world.

Kathleen Zydek
Joliet, Ill.

Planting a seed

Eddie Turner’s letter to the editor [August] prompted my response about cultivating exchange students as future Rotarians.

I am a native of Allentown, Pa., and in the summer of 1972, I was a Rotary Youth Exchange student. The Allentown Rotary Club sent me, at age 16, to Belgium on a summer exchange program. My host family’s father, Jean Hoceped, was a member of the Rotary Club of Brugge. I was the club’s guest for lunch, during which I was presented with a series of beautiful images of Brugge by Belgian artist Albert Goethals. Nine of them are proudly displayed in my home office.

Forty-four years after my experience as a Rotary exchange student, I became a member of the Cross Timbers Rotary Club in Texas. Although many years had passed before I joined Rotary, my decision was largely due to the positive experience I had as an exchange student. I offer my sincere thanks to the Allentown Rotary, the Brugge Rotary Club, and, most important, to the Hoceped family.

Craig Bower
Argyle, Texas

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.



SCOTT SLUSHER

Any potential RI presidents among these Cross Timbers, Texas, Rotarians?

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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



I first got on a horse when I was five. Pevines, who belonged to my sister Lynn, was five-gaited and English-saddled, and had a disposition like a buzz saw. That first time, however, Pevines and I had a pleasant stroll around the show ring, and I even remained in the saddle when he decided to do some concussive trotting.

Much later, on an assignment to write about guest ranches in Arizona, I got a taste, and then a preference, for Western-style riding. I climbed ridges, explored arroyos, loped along high desert trails, and realized that the best way to appreciate

the immense beauty of the American West is on horseback.

Cowboys are one of North America's most enduring archetypes, and the cattle drive remains an oft-evoked part of our shared mythology. In "On the Trail of History," frequent contributor Frank Bures reports on how Rotarians in three countries have resurrected a forgotten 2,000-mile cattle trail – and how, in doing so, they have forged strong connections among the communities that dot the route.

In California, Ramon Resa made a journey of a different kind. At three years old, he was put to work in the cotton fields; today he's a Rotarian and a pediatrician in Porterville. In "Bringing Up Babies" by Mary MacVean, we learn how, with brains and determination, Resa steered around educational obstacles and prejudices – and how he has become a mentor to young people and an inspiration to his fellow Rotarians.

At the Atlanta convention in June, Rotary and its partners made a huge announcement: We had secured commitments of more than \$1 billion to fight polio. How did that come about? In "Behind the Scenes," senior staff writer Diana Schoberg introduces us to Rotary's PolioPlus national advocacy advisers, who work their connections to influence and cajole world leaders to support polio eradication. From heroic intervention on the world stage to the story of how Rotary changed one man's life and helped him help others, the articles in this issue show the many ways Rotary builds relationships across our world.



In December 2009, Rotary leaders from Canada, Mexico, and the United States gathered at Brounsville, Texas, to celebrate the international effort to mark the Great Western Trail. Back row, from left: Jerry Klinger, Norma Nelly Aguilar, Jose Alfredo Sepulveda, Noel Bajaj, Sylvia Mahoney, Ray Klinginsmith, Jose Luis Diaz del Castillo Lie, and Dennis Roberts. Kneeling, from left: Jim Aneff and Dave Mason. Not pictured: Gene and Catherine Griffith.

JOHN REZEK

King Solomon's Secret Treasure: FOUND

Ancient beauty trapped in mines for centuries is finally released and available to the public!

King Solomon was one of the wealthiest rulers of the ancient world. His vast empire included hoards of gold, priceless gemstones and rare works of art. For centuries, fortune hunters and historians dedicated their lives to the search for his fabled mines and lost treasure. But as it turns out, those mines hid a prize more beautiful and exotic than any precious metal: chrysocolla.

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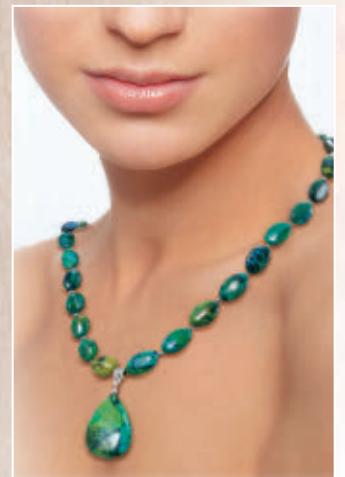
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up front



Building skills and self-worth

STELLA DONGO

Rotary Club of Highlands, Zimbabwe

In a nation challenged by high unemployment and one of the largest populations living with HIV/AIDS in the world, Stella Dongo, along with Carolyn Schrader of the Rotary Club of Denver Mile High, Colo., has led the way in providing training, education, and hope to women and youth in need. The two women's Rotary clubs partnered in 2003 to start HIV/AIDS education programs in poor Harare communities, funded by Rotary Foundation grants. But when the Rotarians surveyed program participants, they found that an even more pressing need was job skills. "The women we serve wanted to find ways to put food on the table and send their children to school," says Dongo, a recently retired business executive and a 2015 Rotary Global Woman of Action. In 2009, Community Empowerment in Zimbabwe was launched with a \$330,000 Rotary 3-H grant to fund four years of job and business skills training for women and youth. In 2014 the clubs received a global grant to support advanced business and computer training for women, and another global grant in 2016 helped them expand their efforts in additional communities. Today, the group is equipped to train about 500 women at a time. "When we started the program, these women were depressed and helpless," Dongo says. "Now they have a sense of self-worth and pride. They see themselves as being able to stand on their own feet."

— ANNE STEIN



CONVENTION

Dining out

As one of the most multi-cultural cities in the world, Toronto has almost as many cuisines as it does languages. You'll want to sample some of them when you're in town for the 2018 Rotary International Convention from 23 to 27 June.

There are great options for those who love Italian food (Little Italy), Greek cuisine (Greektown), Indian fare (Little India), and Chinese food (Chinatown). In the Little Portugal neighborhood, diners go to Alex Rei dos Leitões for churrasco (grilled meat) or to Nova Era Bakery for pastel de nata (egg custard tart). In Koreatown, try Buk Chang Dong Soon Tofu, which serves dishes based on the traditional Korean staple sundubu jjigae (tofu stew). In Kensington Market, Jumbo Empanadas has Chilean empanadas and humitas (corn, onion, and basil wrapped in corn leaves and steamed).

Even the hamburger is getting creative makeovers in Toronto. At Richmond Station, the Station Burger comes in a milk bun with beet chutney. At the Burger's Priest, the Vatican City is a double cheeseburger between two grilled cheese sandwiches.

And if you like your meal with a view, nothing beats 360 Restaurant, a revolving dining room that sits 1,151 feet above street level in the CN Tower.

— RANDI DRUZIN

Register for the convention by 15 December for the best rate. Go to riconvention.org.



DISPATCHES

Former golf course tees up fresh produce

In Covington, Wash., what used to be a golf course is now home to a farm. The shift from putting to potting has created a way to fight hunger, helping ensure that Washington residents who visit local food banks can add fresh items to their diets.

Elk Run Farm, launched in 2015, provides fresh vegetables to 12 local hunger relief organizations served by the South King County Food Coalition. The farm leases about 6 acres of the golf course property for a nominal fee, and organizers hope to triple its size within a few years, says David Bobanick, executive director of Rotary First Harvest.

Rotary First Harvest collaborated with the Food Coalition and other organizations in the Seattle area to develop the farm. Grants from local Rotary clubs funded installation of infrastructure such as fencing, buildings, irrigation equipment, and hoop houses to prolong the growing season.

"There are a lot of things like garlic or tomatoes or highly nutrient-dense crops that are otherwise really hard to get donated that the food bank farm is growing," says Bobanick, of the Rotary Club of Mercer Island. "Their model is that they're going to listen to what the clients and the food banks say are most needed."

Elk Run Farm is just one effort of Rotary First Harvest in fighting hunger and food waste. The organization acts mainly as a "nonprofit produce broker," using commercial and nonprofit resources such as truckers, farmers, packing facilities, and food banks to keep food from being thrown away. The group leads the Harvest Against Hunger program, which works with smaller farms to pick up produce for markets and other produce recovery efforts. Rotary First Harvest also developed the Farm to Food Pantry program, which helps participating food pantries buy fresh produce directly from small growers. "It's a really cool model, especially since many small-scale growers are just barely able to keep their businesses solvent," Bobanick says.

Rotary First Harvest plans to stretch even further to connect more organizations that fight hunger and poor nutrition. "Harvest Against Hunger, Farm to Food Pantry, and local Rotary support will all play a role in this effort," Bobanick says.

—NIKKI KALLIO

46 million	:	40	:	1.25 million
U.S. residents who rely on food pantries and meal service programs	:	Percentage of food that is thrown out each year in the U.S.	:	Washington state residents who receive hunger relief



THE TALENT AROUND THE TABLE

Leading the way on family health

Perhaps it was inevitable that Alicia Michael would end up joining forces with other Rotarians to increase health care access: She was first invited to Rotary by her family pharmacist. A member of the Rotary Club of Carrollton-Dawn Breakers, Ga., Michael is now CEO of Rotarians for Family Health and AIDS Prevention (RFHA), a Rotarian Action Group that works to improve the lives of children and families in developing nations who lack access to preventive health care and education. Ahead of World AIDS Day on 1 December, we spoke to Michael about her involvement with RFHA and the group's wide-ranging efforts.

THE ROTARIAN: Do you have a health care background?

MICHAEL: No. Before joining Rotarians for Family Health and AIDS Prevention, I worked at an auto body repair shop. After staying at home with my son for three years, I took a job at a local body shop answering phones and doing general filing and customer service. After two years I became a partner in the business, and two years after that I ended up owning it outright. Not

really what the life plan was, but it served me very well for 18 years.

In the meantime, I was introduced to Rotary, and in 2014 I became governor of District 6900. The lady who founded RFHA, Marion Bunch, is from my district, and a mutual friend knew that an opportunity had come about for me to sell my business. At the same time, Marion was looking for her replacement so she could retire. It was announced in January 2016

that I would serve as CEO of this organization, and by February, I was in the middle of India.

TR: Tell us about RFHA's signature program, Rotary Family Health Days.

MICHAEL: Rotary Family Health Days are three-day national health campaigns, held in each of the countries where we work: Ghana, Nigeria, Uganda, South Africa, and India. During those three days, we partner with local Rotary clubs and health agencies to offer free health screen-

ings and referrals. We also partner with the minister of health in each country to make sure we are offering the services that the country needs. We want to serve the people by providing what they need, not what we think they need.

We screen for HIV, tuberculosis, malaria, diabetes, and some cancers, such as cervical and breast cancer. We also offer pre- and post-test counseling and educational materials. We give immunizations such as for polio and measles, and we distribute consumable items, everything from condoms to hygiene packs to malaria meds. Three days doesn't sound like a lot, but last year we engaged more than 5,500 Rotarians to serve more than 420,000 people.

TR: How does RFHA's impact go beyond health care?

MICHAEL: In South Africa, I saw three girls who had come to one of the health sites. They were all 17 years old. One of them had come two days earlier to be tested for HIV. Well, she convinced her two friends that they needed to be tested too, so she brought them on the last day. At that moment, I realized that the impact of what we're doing goes beyond just the one person who walks in. We're developing young leaders by giving them the opportunity to learn more about taking control of their health. We're offering them a way to be empowered – and to set an example.

—ANNE FORD

The 27 Rotarian Action Groups can offer their expertise as advisers on projects. If your club wants to connect with a RAG, go to my.rotary.org/en/rotarian-action-groups.

World Roundup

Rotary projects around the globe

1] CHINA

Weinan, a city in the coal-mining hub of Shaanxi province, one of China's most environmentally distressed regions, has long had problems with polluted drinking water. District 3450, covering Hong Kong, Macau, Mongolia, and Guangdong province in China, has installed passive membrane filtration systems in 94 public schools, providing 300,000 schoolchildren with access to potable water. The district is ramping up its partnership with an Australian nongovernmental organization to double the number of schools with filtration within the next year.

The SkyHydrant filters, supplied to Rotarians at a discounted price of about \$2,000 each by the SkyJuice Foundation, generate clean, chemical-free water and require no electricity. The \$350,000 effort was initiated in late 2011 by then-District Governor

David Harilela as a pilot project in four schools near Xi'an.

Since then, more than 200 District 3450 Rotarians have worked to install the systems, and more than 100 clubs in 13 districts have contributed to the effort. A key component, notes District Governor Hing Wang Fung, was getting the cooperation of educators and government officials to ensure that school employees would be trained to maintain and monitor the systems.

by BRAD WEBBER

The Chinese government has labeled 60 percent of its underground water, and one-third of its surface water, "unfit for human contact."

3

2] SWEDEN

In October 2015, when hundreds of Syrian refugees arrived in the Swedish town of Hultsfred, Rotarians rallied to assist the newcomers. Residents, including Brita Freudenthal, then president of the Rotary Club of Hultsfred, were moved by the plight of the refugees, many of whom came attired in only shorts and T-shirts. “The day the first of them came, we understood that we were unprepared,” says Freudenthal. “The winter had just started.” Club members knit socks and mittens, gathered piles of sweaters, and collected shoes for the refugees. The club took the lead in helping the Syrians adapt by explaining pedestrian safety. Freudenthal says her daughter, a Le Cordon Bleu-trained pastry chef, joined the cause, too, teaching a twice-weekly baking course for the women. “One of the ladies now works as a pastry chef herself. She had never baked a cake before.”

Sweden had a record 163,000 applications for asylum in 2015, about one-third of them from Syria.

3] GUATEMALA

The Ripple Effect Program begun by District 5550 in Canada has invested more than \$2.4 million since 1999 to construct and refurbish more than 80 schools in rural Guatemala and to award hundreds of scholarships. The Rotary Club of Quetzaltenango teamed with the Rotary Club of Kenora, Ont., to build six classrooms, including a computer lab, at the Llanos de la Cruz School. Five clubs in District 5550 (Manitoba and parts of Ontario and Saskatchewan) funded the \$60,000 initiative; Quetzaltenango Rotarians supervised construction and provided in-kind support and materials.

5] MALAWI

In 2015, Malawi's health minister conceded that the nation of more than 17 million people had only 10 active dentists. So it came as little surprise that an offer of free treatment brought more than 1,100 Malawians to a five-day dental camp overseen by the Rotary Club of Lilongwe, based in the country's capital, and Kamuzu Central Hospital. Rotarians, using money from a golf tournament, provided medications and dental hygiene products, assisted 30 dentists and other medical professionals, fed volunteers, and distributed dental care packs to patients.

4] PHILIPPINES

Super Typhoon Haiyan, which struck the Philippines on 7-8 November 2013, was one of the strongest cyclones in history. The storm killed thousands and left millions homeless. Within days, Rotarians in the country, led by then-RI Director-nominee Guiller Tumangan, created the nonprofit Help & Assistance for Rotary Philippine Districts to help with recovery efforts. The Rotarians focused on rebuilding schools and worked with the national Department of Education on an “adopt a school” project. Over the next three years, they constructed or reconstructed 142 classrooms in 15 schools that are attended by 12,551 students, at a cost of around \$600,000.



Partnership takes on cervical cancer in Senegal

Until the 1950s, cervical cancer killed more American women than any other type of cancer. Widespread screening has drastically decreased the number of those deaths in the United States, but in the West African country of Senegal, the disease remains prevalent. Every year, more than 1,400 Senegalese women are diagnosed with cervical cancer, and hundreds of them die from it.

To Andrew Dykens, a professor of family medicine at the University of Illinois at

Chicago (UIC), the situation is especially galling given how easy this form of cancer is to catch.

“Cervical cancer develops very, very slowly,” Dykens says. “There are five to 15 years from the first cellular changes to the actual cancer development. So you’ve got time during that phase to do something about it.”

That’s exactly what he’s doing, with the help of the Peace Corps, Rotarians, and UIC.

Dykens – who is a member of the Rotary Club of Chi-

cago, the director of the Global Community Health Track at UIC’s Center for Global Health, and a former Peace Corps volunteer – is bringing together those organizations and Senegal’s Ministry of Health and Social Action to reduce the number of women who die from this highly treatable disease.

A bit of background: In 2010, Dykens launched Peace Care, a nonprofit that helps communities and organizations work together to bring resources where they are needed. “It dawned on me that

the Peace Corps should be working more closely with, for example, academic centers, because these centers have technical expertise but don’t have a footprint in local settings,” he says. “Meanwhile, the Peace Corps has people who are extraordinarily knowledgeable about the local context.”

And Rotary? “Rotary loves to build capacity,” he says. “If we can build the capacity to implement evidence-based solutions that already exist, we don’t need fancy tools like MRIs or robotic surgery. Not

that those tools aren't good, but there's a basic level of access to primary health care that doesn't exist."

After hearing from Peace Corps staff in Senegal about the need for cervical cancer screenings there, Dykens and Peace Care started training health workers in the Kedougou region of the country to detect abnormal cervical cells via a simple but effective method. A vinegar solution, dabbed onto the cervix, reveals abnormal cells that can be killed immediately with a cryotherapy gun and CO₂ tank – no electricity required. This is far easier and less expensive than the standard Pap test, which requires looking at cell samples under a microscope to identify abnormalities.

"Cool, right?" Dykens says. "This technique has been around for decades, and it costs so little and saves women's lives. So how is it that in this day and age, in Senegal, there are 10 rural regions that have no access to cervical cancer screening?"

Part of the answer is local influence. "In some cases, the local opinion leaders are very conservative on women's issues, and they are reluctant to help the women go for consultation," says Manuel Pina, an obstetrician/gynecologist and member of the Rotary Club of Dakar-Soleil who is working with Peace Care. "But Rotarians are also opinion leaders. We have already done local talks on the importance of this project, to help end all of the rumors and bad information linked to cervical cancer." Pina notes that



OPPOSITE: Training for health care workers in Kedougou. THIS PAGE: Andrew Dykens, lower left, worked closely with local health care workers and Peace Care volunteers to bring a simple testing and treatment protocol for cervical cancer to Senegal.

they also encourage families to have their daughters vaccinated against human papillomavirus, which causes cervical cancer.

Rotarians and Peace Corps volunteers have a long history of working together on projects, and in 2014 the two organizations began a more formalized partnership. The cervical cancer screening project demonstrates how a grassroots effort can benefit from the combined strengths of the two organizations.

The Rotary clubs plan to apply for a Rotary Foundation

global grant to help expand cervical cancer screening services to the Tambacounda region. "Not just for the purpose of building capacity, but also to build a training center for cervical cancer screening," Dykens says. Eventually, that center could also train health workers to screen for and treat other diseases, such as diabetes, hypertension, and other types of cancers, he adds.

Dykens says support of Rotarians in the United States and in Senegal will continue to be key.

"Rotarians do things right," he says. "They work systematically and always engage local voices and perspectives, and that is what ultimately creates success. Rotary has worked a long time on polio and done an amazing job. And in my mind, access to primary care is the next polio." —ANNE FORD

Encourage your international club partners to contact their local Peace Corps post to explore collaboration opportunities to improve local communities.

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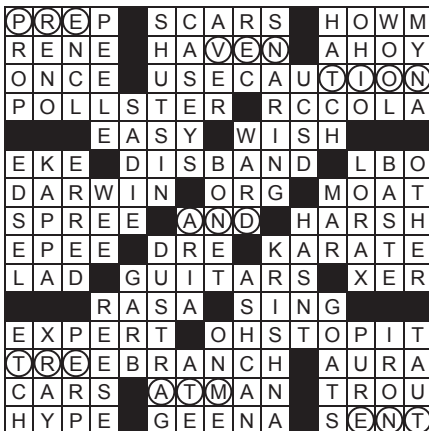
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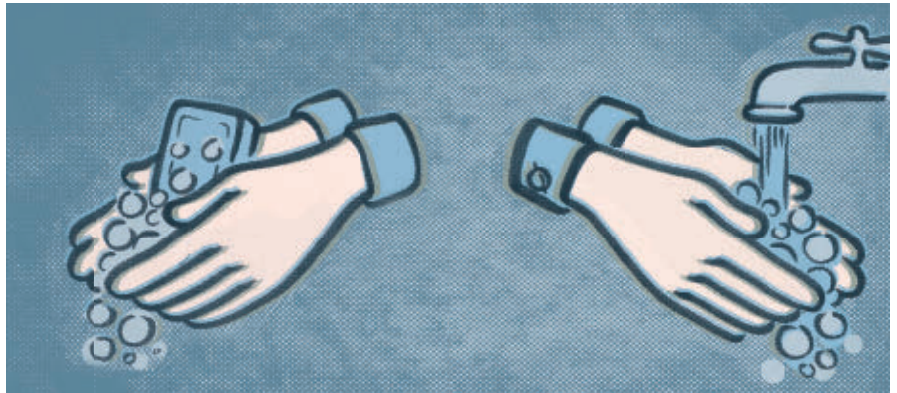
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up front

IN BRIEF

News, studies, and recent research



Many homes in low-income nations lack soap

for hand-washing, say epidemiologists who studied the proportion of households that had soap and water available for hand-washing in 51 countries. Hand-washing with soap is especially effective in preventing the spread of pneumonia and diarrhea, which in 2013 accounted for 1.6 million childhood deaths globally. The study in the *American Journal of Tropical Medicine and Hygiene* reported that Serbia had the highest proportion of households with soap and water at a hand-washing place in the home (96.4 percent), while Ethiopia had the lowest (less than 0.1 percent).

Nearly one in 10 infants weren't vaccinated

in 2016, according to World Health Organization and UNICEF estimates. In addition to the 12.9 million infants who received no vaccinations, 6.6 million didn't complete the three-dose course of the diphtheria-tetanus-pertussis (DTP) vaccine. Eighty-six percent (116.5 million) of the world's infants receive a full course of routine immunizations, a number that falls short of global targets for 90 percent coverage. Every year, immunization prevents an estimated 2 million to 3 million deaths from diphtheria, tetanus, whooping cough, and measles.

Talking to yourself in the third person

can help control emotions in stressful situations, say Michigan State University and University of Michigan researchers. One experiment found that so-called third-person self-talk – asking “Why is John upset?” rather than “Why am I upset?” – allowed people to quickly gain some distance and calm when reflecting on painful experiences, such as a relationship breakup. Emotional reaction to stress was measured in regions of the brain using magnetic resonance imaging.

The fittest metropolitan area

in the United States is Minneapolis-St. Paul, according to the 10th annual American Fitness Index, which ranks the top 50 metro areas nationwide. Washington-Arlington-Alexandria was second, followed by San Francisco-Oakland-Hayward. The top cities reported lower death rates from smoking and cardiovascular disease, and higher levels of physical activity and fruit/vegetable consumption. Overall in the past decade, researchers found decreases in smoking, more people walking or bicycling to work, and a drop in death rates from diabetes and cardiovascular disease. –ANNE STEIN

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CLUB INNOVATION

Rotary Club of Jonesboro, Ark.

MEMBERS: 131

New members from membership drive: 24



Friendly competition builds club spirit and membership

INNOVATION:

The Jonesboro club gave a membership drive a competitive twist. Teams vied for glory in recruiting members, and the result was 24 new Rotarians.

HISTORY:

Chartered in 1919, this club has a proud history of engagement with its local community. The club was a major contributor to the building of what is now Consolidated Youth Services (a shelter that grew into a major local service provider), and to mark Rotary's 100th anniversary, it funded a playground.

Looking for ways to recruit new members and engage current members, the Rotary Club of Jonesboro decided to harness the competitive spirit. In March 2016, it mounted a membership drive with teams competing to bring in the most new members.

The membership drive was set up like a sports league, with captains "drafting" their teams from the active club membership. The team captains in this friendly competition were immediate Past President (and District Governor-nominee) John Deacon; President-elect Brock Cline; President-nominee Lisa Golden; and President Beverly Parker. Everyone in the club participated.

Brian Rega, the club's membership chair, acted as commissioner of the league. He gave points to team members for hosting a guest at a meeting, if that guest pursued membership, and then

if the guest was approved as a member. Bonus points were available if the new member was a young professional or added a previously unrepresented vocational category to the club. And, as Rega notes, "there were other surprise bonuses throughout, at the commissioner's discretion, of course."

After the kickoff of the drive, the club encouraged

teams to invite their recruits to a special program delivered by club member and Past District Governor Ray Keller, an internationally known business and motivational speaker. "Keller told his Rotary story and described the impact the organization has had around the world," notes Rega. "We were able to use it as the required Rotary information session for new members."

A leaderboard posted weekly updates, recognizing both teams and top individual performers. "It was great fun, especially for a 98-year-old club with a reputation for being somewhat stodgy," says Rega. "'This ain't your father's Rotary Club,' we explained to members and prospects." One seasoned Rotarian recruited his first new member during the drive and said it was because he wanted to help his team win.

During the six-week drive, the club hosted 76 potential Rotarians and inducted 24 members. Afterward, members celebrated their success at a club meeting. "We considered having overall high-point Team John being served lunch by the other teams. We also considered having any member who recruited a new member being served steak while everyone else ate something cheaper," recalls Rega. "We decided to share the goodwill among everyone, because in the end, we all won by having those new members. As I said on the day awards were presented, 'We all eat "fancy," as one team, one family.'"

"In the end, we all won by having those new members."

**What is your club doing to reinvent itself?
Email club.innovations@rotary.org.**

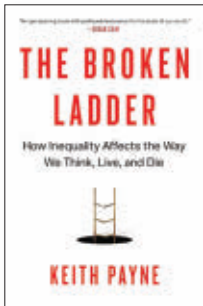


Top: The club loves sports and sponsors the Arkansas Sportshow. Bottom: Club members work on a book drive.

Maintaining focus

If you want to keep up to date in Rotary's areas of focus, relevant new books come out all the time. We've surveyed the offerings from the past year and chosen a couple of titles in each area to add to your reading list.

GROWING LOCAL ECONOMIES



The Broken Ladder:
How Inequality Affects the
Way We Think, Live, and Die

by Keith Payne

As social mobility slows, inequality is a growing problem in America. Payne points out that regardless of a country's net wealth, more inequality creates more social problems. This book offers a new way to think about, and address, the problems these gaps cause.

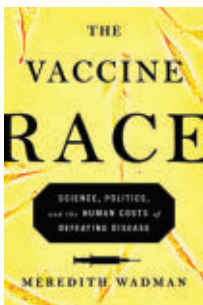


A \$500 House in Detroit:
Rebuilding an Abandoned
Home and an American City

by Drew Philp

In recent years, Detroit has become a symbol of modern urban decline. Philp gives us a ground-level view of exactly what that means as he tries to make a life and fix a house. He gives the reader a new appreciation for what it takes to make a city run, grow, and thrive.

FIGHTING DISEASE



The Vaccine Race: Science,
Politics, and the Human Costs
of Defeating Disease

by Meredith Wadman

The story of every vaccine is that of a race against time to save lives, and the history of the rubella vaccine in the 1960s is no exception. This book offers a reminder of the power of this simple medical breakthrough.

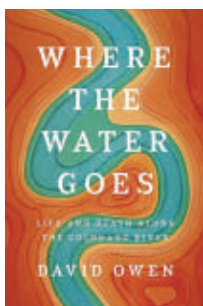


Inferno:
A Doctor's Ebola Story

by Steven Hatch

The Ebola epidemic of 2014 in West Africa may have been a glimpse of things to come. Hatch arrived in Liberia months before the outbreak and gives a close-up view of the crisis, as well as insight into how social problems can drive medical ones.

PROVIDING CLEAN WATER



Where the Water Goes:
Life and Death along the
Colorado River

by David Owen

As the world gets thirstier, more demands will be placed on its great rivers. Owen offers a firsthand look at one of the most heavily taxed waterways on earth and shows how intricately our rivers flow through our lives.



High and Dry: Meeting
the Challenges of the World's
Growing Dependence on
Groundwater

by William M. Alley and Rosemarie Alley

Much of the water we drink comes from the ground under our feet, and there is growing pressure on it from pollution and depletion. Hydrology expert William M. Alley and science writer Rosemarie Alley look at cases and solutions from around the planet.

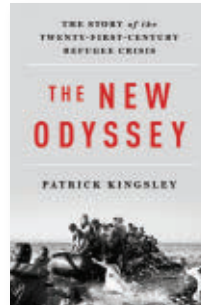
PROMOTING PEACE



Madame President: The Extraordinary Journey of Ellen Johnson Sirleaf

by Helene Cooper

When Liberia emerged from its Second Civil War in 2003, Sirleaf, an economist and leader in the women's movement, was elected to the presidency. Her story of guiding her country into a new era is brilliantly told by Cooper, a Pulitzer Prize-winning writer who was born in Liberia.



The New Odyssey: The Story of the Twenty-First-Century Refugee Crisis

by Patrick Kingsley

As *The Guardian's* first migration correspondent, Kingsley has a front-row seat for one of the most heartbreaking dramas of the modern era. Drawing on his travels in 17 countries, he describes the day-to-day struggles of refugees, adrift in the world as they look for a place to call home.

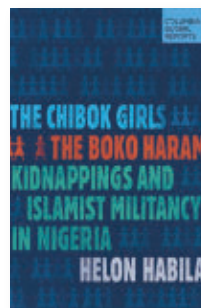
SAVING MOTHERS AND CHILDREN



Garden of the Lost and Abandoned: The Extraordinary Story of One Ordinary Woman and the Children She Saves

by Jessica Yu

In Gladys Kalibbala's column for a leading newspaper in Uganda, she tells the stories of Kampala's thousands of street children. Kalibbala becomes part of their story as she tries to provide a home and life for as many of them as she can.

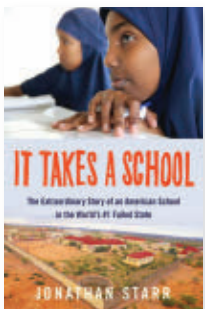


The Chibok Girls: The Boko Haram Kidnappings and Islamist Militancy in Nigeria

by Helon Habila

Many books have been written about Boko Haram, but few can rival this account by one of Nigeria's premier novelists, who grew up in northern Nigeria and brings both local insight and a novelist's sensibilities to the telling.

SUPPORTING EDUCATION



It Takes a School: The Extraordinary Story of an American School in the World's #1 Failed State

by Jonathan Starr

When a wealthy former hedge fund manager from the U.S. showed up in Somaliland and opened a school in 2009, there was plenty of local skepticism. Yet today some 40 graduates have gone on to American universities, and their story has much to offer schools around the world.



Cleverlands: The Secrets behind the Success of the World's Education Superpowers

by Lucy Crehan

Every country obsesses over its education system, but few of us know what education in other countries looks like. For this book, Crehan traveled to the "top performing" countries for an eye-opening view of what education there is, and what it can be.

— FRANK BURES

December

1st-18th

O TANNENBAUM

EVENT: Christmas Tree Sale

HOST: Rotary Club of Portsmouth, N.H.

WHAT IT BENEFITS: Local charities

WHAT IT IS: This Christmas tree sale begins the day after Thanksgiving and runs through the 18th – or whenever the trees run out. You know you want the fresh, piney aroma in your home during the holidays. Time to deck the halls!

2nd

WINE AND DINE

EVENT: The Rotary Club of Naples Food, Wine, & Beer Festival

HOST: Rotary Club of Naples, Fla.

WHAT IT BENEFITS: Programs including scholarships, Meals of Hope, and the Wheelchair Foundation

WHAT IT IS: Sample from 40 premium wines and 30 craft beers, and try food from 20 local restaurants. Live music and street entertainers add to the festive atmosphere at Bayfront of Naples.

1st-31st

TWINKLING TREES

EVENT: Canmore Festival of Trees

HOST: Rotary Club of Canmore, Alta.

WHAT IT BENEFITS: Local charities

WHAT IT IS: Beautifully lit and decorated trees provide the festive backdrop for the monthlong celebration at the Canmore Civic Centre. Breakfast with Santa and other events throughout the month are sure to get everyone in the holiday spirit.

10th

RUN, RUN, REINDEER

EVENT: 20th Annual Run for Tomorrow Race and Festival

HOST: Rotary Club of Weston, Fla.

WHAT IT BENEFITS: Local and international charities

WHAT IT IS: Whether you're a 5K sort or an intense half-marathon junkie, this race is for you. If you're not a runner, come to the festival for music, fitness activities, and opportunities to buy from health and wellness vendors.

31st

HAPPY 2018

EVENT: Rock the Foundation New Year's Eve

HOST: Rotary Club of Maryborough, Australia

WHAT IT BENEFITS: Local charities

WHAT IT IS: Wouldn't it be exciting to ring in 2018 with our friends Down Under? Music, food, and a BYO beverage policy make this one of the best tickets south of the equator. Don't let 2017 end without a last celebratory hurrah for a good cause.



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

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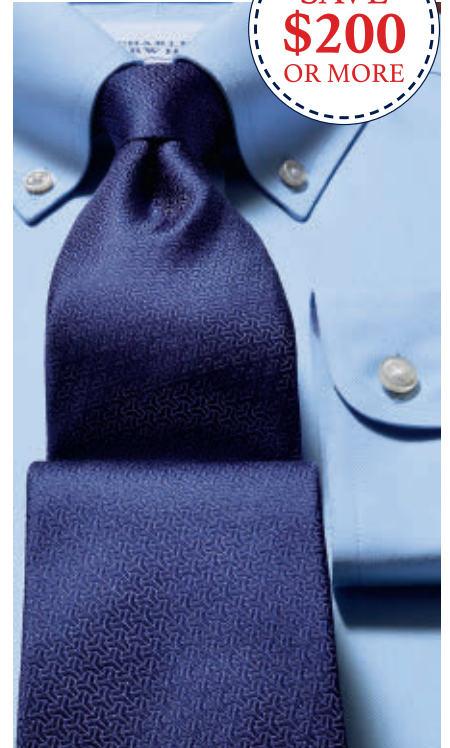
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PEOPLE OF ACTION

Kindness of strangers

A grieving daughter finds comfort in an unexpected source: customer service

by BARBARA BROTMAN

Death comes with paperwork. There are credit cards to be canceled, bank accounts to be closed, mutual funds to be transferred. When my mother died recently, I set myself to my tasks. Hers was not a tragic or unexpected death; she was 103. Still, we were soul-close. This, I thought as I began, was not going to be pleasant.

But I was wrong. In a way, it was.

I was continually amazed as every single customer service person I spoke with began by expressing condolences. It happened so many times that I started taking notes:

“First, let me say that I am sorry for your loss.” “Before we go on, I am very sorry for your loss.” “I can help you with that, but first, my condolences for your loss.” And in a particularly heartfelt moment on the phone with Franklin Templeton Investments: “Oh, Barbara, I’m so sorry.”

I was touched. But I was surprised that I was touched. After all, these condolences were surely company-mandated. Financial firms get calls all the time from people settling their late loved ones’ affairs. They would be foolish not to train employees in how to handle them.

No matter; I was still grateful. This wasn’t



a conventional financial transaction; this was the closing-down of my mother’s life.

And there, on the other end of the line, someone understood and was sorry. With a single phrase of condolence, whether they were required to say it or simply responding with reflexive kindness, they had established a human connection.

Suddenly I wasn’t speaking to an anonymous voice, but to someone who might have suffered his or her own loss. There on the phone, we were not customer and customer service rep; we were

simply two fellow souls on earth.

My friend Suzy Sachs encountered similar thoughtfulness when she went to her brother’s bank after he died last year.

“The poor guy at the bank showed me unbelievable patience and kindness,” she says. “I talked way too much and gave him details he never needed. When we finally finished, he said again how sorry he was for my loss.

“Every time I’ve been in the branch since, he comes up to me, shakes my hand, calls me by my name, and asks how everything is going,” she continues. “In this painful journey, I am often stunned by the kindness of people – strangers and friends. It gives me faith in humanity.”

Mimi Weyrick found that every financial institution, with one notable exception, dealt tenderly with her after her father, former California Lt. Gov. Ed Reinecke, died.

“Even little things like canceling his subscription to the *Orange County Register* – people were just so nice and gentle with me,” she says. “It kind of renewed my faith in people. It’s not like his death was unexpected; he was 92. But it was just nice to have somebody say, ‘Hey, I’m really sorry.’”



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Such expressions are profoundly important, says Jane Bissler, a grief counselor in Kent, Ohio, and a past president of the Association for Death Education and Counseling. “We want people to acknowledge where we are in life,” she says. “When we’re grieving, we want people to understand that you need to treat us a little bit differently. We don’t have 100 percent of our brain power; we are living a little bit in our heart, and we’re sad or we’re stressed or we’re anxious.”

When someone is kind in that moment, she notes, “We say, ‘OK, this person is going to get it. They’re trying to understand. They’re trying to meet me where I am.’”

Early on – before my mother’s death, but well into her dementia – I called the *New York Times* and the *New Yorker* to cancel her subscriptions.

Those were my hardest calls. The *Times* and the *New Yorker* defined her; they represented her in her full liberal New York Jewish glory. I had kept her subscriptions going for two years after she had lost the ability to read.

I didn’t want to simply cancel her subscriptions. I wanted to tell someone who she was.

“I think she’s probably one of your longest-running subscribers,” I told the woman taking my call at the *Times*. “She’s been reading the *Times* since the 1930s. She did the crossword puzzle every day, in pen. Including a half-hour after she came out of anesthesia for open-heart surgery at age 94.”

The customer service rep murmured kindly as I cried.

And the *New Yorker*: “She not only subscribed for decades, but she once had a short humor piece published,” I told the phone staffer. “Oh, that’s wonderful,” the woman said in tones that made me certain she meant it. I smiled proudly through the tears.

Mine were good experiences. But not everyone’s are. That notable exception Mimi Weyrick encountered?

Her father’s private bank ducked her calls so determinedly when she was trying to find out the value of his account that she had to drive there and waylay a banker in person.

"I could not get them on the phone. Nobody would return my call. We literally had to track them down," she says. "It wasn't until my brother threatened legal action that they started to work with us."

And this report from a friend: "Shortly after my dad died, the pain clinic called my mom to ask when she would be returning his pump. This is the morphine pump that was surgically implanted in his stomach to deliver a steady stream of medicine to try to limit his pain. She was taken aback, and she told them it was buried inside of him. The woman paused for a second or two, then wondered, 'What about the remote device that went with the pump?'"

My friend Mike Precker, a writer in Dallas, will never forget the aftermath of his father's death, though it happened in 1974.

"We had literally just gotten back from my dad's funeral when a fellow from the local bank called to inquire when we would be paying his credit card bills," he recalls. "Apparently some poor guy's job was to read the obits and then call the families."

Mike cut up the credit card and mailed it to the bank with a letter reading, "Dear Sir, I hope that from the tone of this letter you can infer just what you can do with the enclosed card."

At Franklin Templeton Investments, the firm that was notably kind to me, Bethany Hendricks is vice president of customer service for the subsidiary whose wealth transfer team handles calls after a death. After her own father died, she called a credit card company to close his account.

"I probably got transferred three different times, and each time I had to say my dad died," she says. "There was no acknowledgment of what that meant. And at one point there was a language barrier, to the point where I had to keep saying, 'He's dead.' 'He's dead.' It was awful."

Franklin Templeton tells its people to acknowledge a loss and express condolences. But beyond that, the firm deliberately provides no script.

"We want them to be real people," Hendricks says. "This is probably the time when you have the biggest opportunity to

really be good to a person. Our folks fortunately are in the position to be compassionate in that moment and take a little extra time to be human.

"I don't want to overstate what we do; we're just a financial services company," she says. "But I think people are hungry for finding people who are really people, and connecting with them on a very human level."

The way companies handle those moments can be crucial, says Rima Toure-Tillery, assistant professor of marketing at the Kellogg School of Management at Northwestern University. "Any company, anyone that becomes aware of someone else's loss has to say, 'I'm sorry for your loss,'" she says. "To most people it wouldn't seem like they're doing something extra."

From a marketing point of view, there are advantages, Toure-Tillery says. All banks offer similar services; warm personal exchanges can be what keeps a customer loyal. But the real impact comes if a company treats a grieving relative poorly. That's when you get "the nightmare stories," she says — the ones that make people so angry that they tell them, over and over, for years.

And a bank could lose more than goodwill. Weyrick suspects that her father's bank was ducking her to keep her from moving his assets elsewhere. In fact, "we would have been happy to leave everything there," she says. "But it was because of how they treated us in those first few months that we decided to move everything."

As time passed after my mother's death, the financial transactions became less fraught. I wasn't grieving; I was just taking care of business.

But I never stopped appreciating it when a customer service rep said she was sorry for my loss. Each time, those words turned a transaction into an acknowledgment of our fundamental bond. We are all human, we are all walking the same mortal path, and we can all use a little kindness, even and maybe especially from an unexpected place, to light the way. ■

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



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ON THE TRAIL OF HISTORY

**Rotarians from three countries
resurrect the forgotten Great Western Trail**

At Doan's Crossing, in a remote corner of Texas near the southeastern tip of the Panhandle, the local folks hold a picnic every May. It has all the things you would expect from a small-town picnic: A few hundred people from the nearby town of Vernon and the surrounding area gather to eat barbecue and socialize. Riders on horseback cross the river from Oklahoma to attend. A Picnic King and Queen are crowned.

But the event, which claims to be the "oldest pioneer festival" in Texas, also marks a piece of American history that was nearly lost: Doan's Crossing was a key point along the Great Western Trail, a major cattle trail that, during its 20 years of existence, was more heavily used than the better-remembered Chisholm Trail. While it was in use, some 6 million to 7 million cattle and a million horses made their way up various parts of the route.

But unlike the Oregon Trail, along which pioneer wagons left ruts that are still visible, cattle trails could be a mile wide and left few traces – except in people's memories.

by FRANK BURES | *photography by* SCOTT SLUSHER

CANADA



— The —
GREAT WESTERN TRAIL
 1874 - 1893

ROSS MACDONALD

The Great Western Trail traversed the Red River at Doan's Crossing. It's the spot where Jonathan Doan and his family set up a trading post in 1878. It was the last place where the cattle drovers – the cowboys – could stock up on supplies before they headed north across the Texas border into Indian Territory, as Oklahoma was then known. Doan's Picnic was started by the wives of the drovers who had gone up the trail in 1884. It has been held every year since.

Today, Doan's store is gone, but the small adobe house where his nephew lived still sits in a field, much as it did when the first picnic took place. On an August day, the site is quiet but for the crickets' song. A few stone historical markers keep vigil in the tall grass.

Not far from the house stands a tall white concrete post with "GREAT WESTERN TR" in red letters, and next to it stand Rotarians Sylvia Mahoney and Jeff Bearden, who are largely responsible for that marker being there. They're chatting with John Yudell Barton from across the Red River in Oklahoma, who made this post and helped launch the Great Western Trail project, one of the biggest and most complex Rotary projects in the state – if not the country – which has involved hundreds of Rotarians across three countries.

"There used to be a town here with the streets all platted out," Bearden says on an unusually cool summer day. "There were about 300 people living here, with a school and a post office. This is all that's left. The rest just dried up and blew away."

The memory of the Great Western Trail almost blew away too, the only traces being the stories handed down through families and the yellowed documents and maps in small-town archives along the 2,000-mile route that stretches from Matamoros, Mexico, all the way to Val Marie, Sask. That's when Rotary rode to the rescue.

In the fall of 2002, Mahoney attended the National Cowboy Symposium in Lubbock, Texas, where she met Barton and Rotarian Dennis Vernon (no relation to the town). A college rodeo coach and a member of the Rotary Club of Vernon, Mahoney was intrigued by this almost forgotten slice of history. She knew about the Chisholm Trail and the Shawnee Trail. And she knew about the Goodnight-Loving Trail from her favorite TV miniseries, *Lonesome Dove*. But the Great Western was a mystery, which was strange since she lived right on its path. In fact, it was just a stone's throw from her office at Vernon College, where she was an administrator and taught English.

Back home, she invited Barton and Vernon to speak to her Rotary club. "They came back in a few months and challenged

Into the past: As the cowboys of the Old West rode into the realm of myth (page 30), Rotarians brought the Great Western Trail into the 21st century. *Left:* A map of the trail as it might have appeared more than 130 years ago, when Oklahoma was still known as Indian Territory.

us to participate in marking the Great Western Trail," says Bearden, who's also a member of the Rotary Club of Vernon. "They were marking it in Oklahoma and wanted to extend it to other states."

Dennis Vernon, a member of the Rotary Club of Altus, Okla., was working with the Museum of the Western Prairie in Altus to mark the trail, but he realized that Rotary could take the project further than he and Barton ever could. "I told them, 'This would be great not just for your community, but for those south of you too, to help mark this historic trail,'" recalls Vernon. "And we said, 'We'll make the first marker for you.'"

Mahoney grasped the importance immediately. "It would be a history-making project, because the Great Western Trail was the last Texas cattle trail," she says. "It was the largest Texas cattle trail. It was the longest Texas cattle trail. And it was almost forgotten."

After discussing it with their club, Mahoney looked over at Bearden, who owned a chuck wagon and appeared at re-enactments as Davy Crockett. Not quite knowing the magnitude of the undertaking, they accepted the challenge, agreeing to co-chair the project and try to mark the trail every six of its 620 miles across Texas.

"When our friends from Vernon Rotary Club joined in," Dennis Vernon says, "that's when it really took off."

As time went on, scores of other Rotarians joined the project – including Ray Klingensmith, who, as president of Rotary International in 2010-11, became one of the trail's most prominent champions.

Cattle trails occupy a key place in American history and culture. The Civil War devastated the economies of the former Confederate states. In the summer of 1865, Texas had little industry, and many of its young men had been killed in the war. One thing the state did have was cattle: millions of feral longhorns roaming the high plains. They were a strange and hardy breed that resulted from half-wild Spanish cattle mixing with English stock. They had few birthing problems, were easy to raise, and were immune to tick fever. And they were so tough they often gained weight on the long journey north.

Before the war, some cattle had been sent north (mainly on the Shawnee Trail), but back then, people in the United States consumed more pork than beef, partly because pork was easier to preserve. The cattle drives helped change the American diet. In the 1860s, ranchers and cowboys in Texas and northern Mexico started rounding up loose herds and driving them north en masse to Kansas, Nebraska, and Missouri. From the railheads there, the cattle traveled to Chicago and other points east, where people were developing a taste for beef – and where a steer worth \$4 in Texas might sell for as much as 10 times that amount.



But first the cattle had to travel across hundreds of miles of open range – in some instances going beyond the railheads as far north as Montana and even into Canada, where they could feed the growing population and still earn a pretty profit. The journey required months of inching along day by day as the trail hands tried to keep thousands of cattle moving together in the same direction.

Overseeing this task was the trail boss, who was aided by about 10 drovers, who herded the cows, rounded up strays, cut out interlopers, and got the longhorns where they were going. Some of the trail hands worked as wranglers, overseeing the remuda – the herd of spare saddle horses.

These were the cowboys, young men (and a few women) at loose ends because of the war or the economy or their own deeds. Most were white, but some were freed slaves, others were Native American, and many came from Mexico. (Cowboy culture first evolved in Spanish California in the late 1700s and early 1800s, as seen in words such as “buckaroo” [*vaquero*], “lasso,” “chaps,” and others; see “How to Talk Cowboy,” page 36.) Some were criminals, and others were adventurers, but on the trail, they were all equals.

In time, the cowboys came to embody America’s most prized character traits – independence, toughness, fairness, self-reliance. They had an informal ethical code, with a number of tenets: “When you make a promise, keep it.” “Live each day with cour-

age.” “Always finish what you start.” (You will find these and other maxims in James P. Owen’s *Cowboy Ethics: What Wall Street Can Learn from the Code of the West*.) It was a simple, hard-bitten wisdom that was the foundation of the culture of the West.

Mahoney, who was raised in southeastern New Mexico and Texas, sees those values reflected in Rotary’s Four-Way Test: Is it the truth? Is it fair to all concerned? Will it build goodwill and better friendships? Will it be beneficial to all concerned? “The cowboy code has so much in common with The Four-Way Test,” Mahoney says as we drive across the high plains of Texas. “And I think The Four-Way Test is the best ethical statement. If everyone lived like that, the world would be a much better place.”

We are on our way to Vernon, where those first markers set out by the Great Western Trail project now stand. One is outside the Red River Valley Museum on the outskirts of town.

When Mahoney and I arrive, we meet some of the Vernon Rotarians who spent years bringing the trail back to life: Phil McCuistion, who poured the concrete for 121 of the markers with Rick Jouett, and Paul Hawkins, who hand-painted the markers white with red letters. They’re each wearing Great Western Trail shirts, Rotary pins embellished with longhorns, and large belt buckles.



COWBOY CHUCK

There is a coffee grinder on the side of Rotarian Jeff Bearden's chuck wagon. He likes to turn it as he talks. "The cowboys would fight over who got to grind the coffee," he says. "The Arbuckle coffee company, which sold a lot of the coffee in the West, would put a stick of peppermint candy in each bag of coffee, so the cowboys would fight over who got the candy." Along the trail, a chuck wagon like Bearden's would have fed the 10 or so men who were driving some 2,500 cattle north for several months. They ate beans, bacon, and other things that could be preserved. Sometimes they would shoot injured cattle or wild game. In Texas, where corn thrived more than wheat, they ate corn cakes, corn biscuits, and other corn-based products. "When canned goods came along, they ate a lot of peaches and tomatoes," Bearden says. "They loved canned tomatoes, because the



acidic nature of the tomato juice helped counteract the alkalai they absorbed in some of the water they drank. So it actually had a medicinal effect. And lots of coffee. They drank lots and lots of coffee."

RECIPES

COWBOY BEANS:

- 2 pounds pinto beans
- 2 pounds ham hock (or salt pork)
- 2 onions—chopped
- 4 tablespoons sugar
- 2 green chilies (or to taste)
- 1 can tomato paste

Wash beans and soak overnight in Dutch oven. Drain and cover with water. Add remaining ingredients and simmer until tender. Add salt to taste and water as needed.

SONOFABITCH STEW:

- 2 pounds lean beef
- Half a calf heart
- 1.5 pounds calf liver
- 1 set sweetbreads
- 1 set brains
- 1 set marrow gut
- Salt
- Pepper
- Louisiana hot sauce

Kill off a young steer. Cut beef, heart, and liver into 1-inch cubes. Slice marrow gut into small rings. Place in a Dutch oven or deep casserole. Cover meat with water and simmer 2 to 3 hours. Add salt, pepper, and hot sauce to taste. Cut sweetbreads and brains into small pieces. Add to stew. Simmer another hour, never boiling.

(From *The Cowboys*, by William Forbis)

Marking the Great Western Trail's route through Texas was a massive project: It stretches 620 miles across that state alone. The Vernon Rotarians were rescuing history, and in the process they were putting some small towns back on the map. Marking historic routes such as the Oregon Trail, the Lewis and Clark Trail, and the Natchez Trace has proven a good way to draw history buffs and infuse small towns along the way with tourist dollars.

As promised, Barton and Vernon donated the first marker. This handoff was scheduled for Doan's Picnic in 2004. On that day, the Vernon Rotarians gathered at Doan's Crossing. As the dedication ceremony began, Oklahoma state Sen. Robert M. Kerr rode in on horseback from the north, followed by a wagon carrying the marker. From the south came Texas state Rep. Rick Hardcastle on his own horse. When the groups met, they rode to the marker location, planted the post in the ground, and cemented it in place. Then the Texans and Oklahomans took turns pouring water from the Red River out of a Mason jar onto the marker. "Everyone got a chance to pour some Red River water if they wanted to," says Mahoney. That ritual became a key part of marking the trail.

Rotary roundup: At Doan's Crossing, near the historic Doan house, five trail-saving Rotarians gather around the first marker erected in Texas (above, from left): Rick Jouett, Paul Hawkins, Jeff Bearden, Sylvia Mahoney, and Phil McCuiston.

“All of the dedications gave people this feeling that their community was part of this big trail and part of history,” says Dave Mason, a past governor of Rotary District 5790 in north-central Texas, who got involved with the project in Abilene and has attended several dedications from one end of the trail to the other. “They really cemented the whole thing. There was some coordination by email and phone calls, but until you meet face to face, you don’t really know each other. Now we’re all tied in with 2,000 miles of communities, all the way from Mexico to Canada.”

After it had the marker, the Vernon club got two metal molds from Barton so it could make its own concrete posts. Then the members got to work. They looked at the map and figured out which towns along the trail in Texas had Rotary clubs.

“We contacted the Rotarians in these towns,” says Mahoney. “And everyone I talked to was excited to be included and eager to do something in their towns with their history. Some of the Rotary clubs had never even heard of the Great Western Trail.”

Ted Paup, a ranch owner and a member of the Rotary Club of Abilene at the time (he’s currently with the Rotary Club of Fort Worth), remembers getting that call. “I said, ‘You’re going to mark it for 2,000 miles north and south? That’s the craziest idea I’ve ever heard. You-all are out of your minds!’”

In fact, they hadn’t planned to mark the entire trail quite yet. But that would change soon. And before long, there was a trail marker at Frontier Texas, a history museum in Abilene, and another in Moran, Texas, near Paup’s ranch. (Paup funded that marker and another about 45 miles north in Throckmorton.)

In Texas, the markers began to accumulate. But getting from expressing interest in the project to actually installing a post took a lot of work. First the club or town had to produce documentation that the trail did in fact pass through the location. This could usually be found in the family histories compiled in small-town museums and historical societies. (An invaluable resource for marking the trail was “The Great Western Cattle Trail to Dodge City, Kansas,” which Jimmy M. Skaggs wrote as his 1965 master’s thesis at what is today Texas Tech University.)

Once that was established, the club had to choose a location and secure any needed permissions. Then the Vernon club would pour the concrete into the marker mold, let it cure for a month, paint it, and work out the logistics of either a formal dedication – complete with Red River water – or a quieter ceremony. (As work on the trail expanded to other towns, states, and countries, volunteers from other clubs along the trail eventually took on the making of the markers.) Sometimes, the hardest part was getting the 225-pound markers to their destinations. But little by little, the trail in Texas began to come back to life.

“It seemed like a pretty insurmountable thing, going from one end of Texas to the other,” says Bearden. “But people got involved, and it worked out well.”

Marking the trail across Texas was a huge job, but the Great Western Trail project was about to get even bigger. Jim Aneff, District 5790 governor at the time, got excited about the project, and in 2005, while the planting of the Texas posts was ongoing, he invited Mahoney to set up a display at the Rotary institute in Corpus Christi. She packed up her maps and photos and installed herself in the hallway of the hotel where the district governors had gathered. Many of those governors were from states that the Great Western Trail passed through.

“When Bill Boyd [then the president-elect of Rotary International] saw it, and the governors saw it, they immediately wanted to be involved,” Aneff recalls. “That’s when it changed from being a project Sylvia’s club was doing to a very large Rotary endeavor.”

Soon, the Vernon Rotarians were fielding inquiries from across the country and even beyond. Dave Mason, who grew up in Chile

Marking the trail (right, clockwise from top left): The marker in downtown Throckmorton, Texas; another in Altus, Okla., near the Museum of the Western Prairie, where the idea to mark the trail took root; Jouett (in hat) and Hawkins at the courthouse in Vernon, Texas; and the marker, funded by Rotarian Ted Paup, at the rodeo grounds in Throckmorton.

HOW TO TALK COWBOY

BIG SWIMMING:

Crossing a high river

CANTLE:

The raised, curved back of a saddle

CAVVY:

Group of saddle horses
(from the Spanish *caballada*)

CHUCK BOX:

Cupboard-like structure on the back of a chuck wagon for storing food, pans, etc.

CUT THE HERD:

Separate specific cattle from the herd

DALLY:

To twist a rope around the saddle horn after lassoing a cow
(from the Spanish *dale vuelta!* or “Give it a turn!”)

HONDA:

Knotted or metal eyelet in a lariat that allowed the rope to tighten

LARIAT:

Braided loop for roping cattle
(from the Spanish *la reata*; reatar: *to tie again*)

LASO:

Long rope with a running noose for catching horses and cattle
(from the Spanish *lazo*)

MERRY-GO-ROUND IN HIGH WATER:

Confused cattle swimming in circles at a river crossing

REMUDA:

The group of horses for cowboys to choose from
(from the Spanish *remudar*, *to exchange*)

SCRATCHING GRAVEL:

Riding a horse up a steep bank or hill

SHAKING HANDS WITH GRANDMA

(also: *clawing leather, reaching for the apple*)
Grabbing the saddle horn on a bucking horse

SPOILED:

A herd that stampeded early in a drive and learned to stampede at the slightest start

WOOLIES:

Wintertime chaps covered in fleece or animal hair

WRANGLER:

Cowboy who tended the remuda





and spoke fluent Spanish, contacted Matamoros Profesional, a Rotary Club in Mexico just across the border from Brownsville, Texas. Matamoros is cattle country, and the southernmost segment of the Great Western Trail was once known as the Matamoros Trail. The Matamoros club was thrilled to be involved. It secured permission to put a marker at the Museo del Agrarismo Mexicano in Matamoros; a location of national importance in the history of Mexico, it celebrates the land reforms that followed the revolution of 1913. "For them to get approval to put the post at that museum was a big deal," says Mason.

The dedication of the trail marker in Matamoros had an even deeper significance: It showed that the two nations have deep, shared roots that cross international borders. This point was driven home again when Rotary clubs in the Canadian province of Saskatchewan began researching their section of the Great Western Trail. Once they had established the route, the clubs scheduled dedications for Regina, where many of the cattle ended up on dinner plates, and the small town of Val Marie, the last marked point on the Great Western Trail (though in the 1880s, cowboys continued to drive cattle on to other points in Saskatchewan and Alberta).

"If I'd been trying to do that as an individual, people in the next county would have started laughing at me, because I don't know anybody there," says Ted Paup. "But if you say 'Rotary,' all of a sudden you've got the president of a club in Mexico saying, 'Will you come down and dedicate a marker?' No other organization can do that."

As RI president-elect, Ray Klinginsmith seized on that idea of a cooperative international effort to commemorate the trail. In December 2009, at his suggestion, Rotarian representatives from Mexico, Canada, and the United States gathered for a ceremony at the trail marker in Brownsville (see photo, page 8).

Vaquero vernacular (opposite): A ranch hand uses his lariat to lasso a cow. Cowboy terms with Spanish roots reveal the origins of many Old West traditions.

Klinginsmith attended that event, and in August 2010, he was keynote speaker when the first trail marker went up in Montana.

In May 2011 at the Rotary International Convention in New Orleans, Mahoney enchanted attendees from around the world with her presentation about the trail and the myths of the American West – while Klinginsmith, in his farewell speech as president, celebrated the merits of "cowboy logic" and its intrinsic relationship to "the spirit of Rotary."

For Mahoney, one lesson is clear. "This project could be used as a model for other Rotary clubs. They may not have a cattle trail, but they may have a common bond with another country. This ended up with three countries involved. When we're talking about building a wall, and there's lots of anger and all that, it's important to talk to people and say, 'This is our common heritage. We share in this.' We created such goodwill out of this."

One by one, the markers were planted across Texas and beyond. In Ogallala, Neb., in 2006, a post was dedicated at the foot of Boot Hill Cemetery, and the descendants of some 40 drover families came to watch. At that ceremony, the Vernon Rotarians delivered one marker and molds for each of the six remaining states: Nebraska and Colorado (which shared a mold), as well as South Dakota, North Dakota, Wyoming, and Montana. When a state planted its first post, the Vernon Rotarians would be there.

So far, every state but Wyoming has dedicated at least one marker for the Great Western Trail. Texas is marked with 121 across its 620 miles. Oklahoma has 60 posts – one every six miles. There has been good progress in Kansas (14), Nebraska (30, with 10 more ready for installation), and South Dakota (six, with nine more ready). So far, Montana and Colorado have dedicated one post each, and North Dakota has two. Hundreds of Rotarians have been involved with the project, and numerous friendships were formed along the way, but there are still many miles of trail on the plains for Rotarians to mark.

Today Mahoney lives in Fort Worth, where she moved to be

CATTLE DRIVES ONSCREEN

RED RIVER From director Howard Hawks, this is the definitive cattle drive movie, with John Wayne beginning to show the dark side that would make him so great in *The Searchers*. He'll work his men to death to get his cattle to market, but he faces a challenge from his adopted son, played by Montgomery Clift. This is the movie the boys go see in Peter Bogdanovich's 1971 film, *The Last Picture Show*. (DVD, streaming)



CATTLE DRIVE Joel McCrea made a sharp turn from wartime comedies (1951 *The Palm Beach Story*, *The More the Merrier*) to Westerns in the mid-1940s and spent most of the 1950s onscreen riding the range. In this movie, he plays a cowboy on a cattle drive who takes spoiled brat Dean Stockwell under his wing. (DVD)

THE COWBOYS To get his cattle up the trail, the Duke has to hire a pack of teenagers, who learn to be men while facing stampedes, saddle sores, and a villainous Bruce Dern. The score, an early effort by John Williams, is simply terrific. The line "We're burnin' daylight" can still send a chill down the spine. (DVD, streaming)

LONESOME DOVE Based on the wonderful, sprawling Pulitzer Prize-winning novel by Larry McMurtry (who also wrote *The Last Picture Show*), this television miniseries takes us from Texas to the Montana Territory with two former Texas Rangers (Tommy Lee Jones and Robert Duvall), whose friendship endures every test life can throw at them. (DVD, streaming)

CITY SLICKERS Everyone remembers Jack Palance's Oscar-ceremony 1991 onstage pushups, but he gave a great performance as the flinty saddle tramp who toughens up the titular city slickers, Billy Crystal, Daniel Stern, and Bruno Kirby. Yes, it's silly, but it's worth a look for the way it pokes gentle fun at our collective nostalgia for the Old West. (DVD, streaming)



TRAIL LIFE



A trip up the Great Western Trail was a hard, dusty, lonely time. The cook would be up first before dawn, making the fire, cooking breakfast, boiling the coffee (sometimes letting the coffee beans soak overnight). The cowboys woke at first light, and when they

finished eating, they picked out fresh horses from the remuda and took their positions. Generally, the trail boss was up front, followed (on each side) by the point, swing, flank, and finally drag riders.

On good days, with 2,500 head, they covered 15 miles. On bad days, they crossed swollen rivers, losing cattle and sometimes men, or they covered no miles at all because the herd stampeded. Once, when 30,000 cattle stampeded at Doan's Crossing in a nighttime thunderstorm, it took six days to round them up.

One of the best accounts of that life is *Up the Trail in '76*, by trail boss Lewis Neatherlin, a spare journal he kept of the four-month journey from San Antonio, Texas, to Ogallala, Neb., in 1876. "Owing to a late start and the trouble crossing the first creek, we made but a short drive, some 8 miles. Camped on a red, sandy prairie. Fine grass," he wrote one day. On another: "I went over the river again today and got some more cattle out of a herd and sent them to camp. Am very tired and feel lonely this evening."

After dinner, the cook would clean up and point the chuck wagon tongue toward the North Star. That way, they could know where they were going when they got up to do it all over again.



near her children and grandchildren. She's involved with the Great Western Trail Association, which she helped found to champion the trail, document its history, and continue marking its route. (Her 2015 book, *Finding the Great Western Trail*, published by Texas Tech University Press – and with a foreword by Klingensmith – provides a vivid account of the trail's past and of present-day efforts by Rotarians to preserve and commemorate that past.) Her main aim now is getting official recognition for the trail – as well as the Chisholm Trail – from the National Park Service, which would elevate awareness of its history, of Rotary, and of the towns along the route. At this writing, a feasibility study had been completed, and a vote before Congress was pending.

"They say that Rotarians are ordinary people doing extraordinary things," says Mason. "And here a small club in Vernon, Texas, did something pretty extraordinary to help document the history of the trail, to join these communities from one end to the other. Some of them have started annual celebrations based on reinvigorating that history."

Home on the range (above): A modern herd enclosed by the wire fencing that helped bring an end to the cattle drives.



After we cross the Red River, Mahoney and I drive into Altus, Okla., where we pass a huge bronze statue called *Crossing the Red* in front of the county courthouse. The statue, depicting a cowboy wrangling cattle across the river, was donated by the Altus Rotary Club for the city's centennial in 1991.

A few blocks later, we stop at the Museum of the Western Prairie, where the idea for marking the Great Western Trail took root. Inside we poke around the exhibits. Barton and Vernon have come to meet us, as has the Altus club's president, Mary Beth Dobbs-Tischler. Also present is 85-year-old cowboy poet (and former Rotarian) LeRoy Jones, who drove down from Mountain View, Okla., and is scheduled to perform a song he wrote called "The Great Western Trail." In the next room, Jones takes the stage.

"You know," he says, "a lot of people have the idea that being a cowboy was all fun and that you went rip-roaring into town on Saturday night and had to sleep it off the next day. But I would suggest that the cowboy life was not all that entertaining." He talks about the flooded rivers, the bad weather, and the loneliness of life on the trail. Then he starts singing his song:

*For four months and more we attended this chore
Just to move those old cattle along
So that when they were sold and our wages were doled
We'd be heading home singing this song.*

His voice has a slight canter, like a horse moving down a trail. The song evokes the dust and loneliness that were the constant companions of the cowboy, always homesick for a home he didn't have.

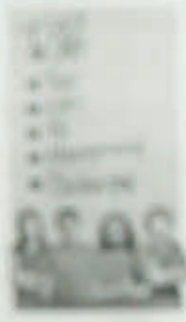
The last drive went up the trail in 1893. Barbed wire, strung up by ranchers, closed the open range, and the railroads that ultimately crisscrossed the West made cattle drives obsolete. Some cowboys bought land along the trail with the money they had made, and today many of their descendants live where those cowboys first settled.

Now, thanks to that small club in Vernon and all the people who helped them, the Great Western Trail will not be forgotten, and those who live along the trail have been reconnected to their history, to Rotary, and to one another. ■

Frank Bures is the author of The Geography of Madness and a frequent contributor to The Rotarian.

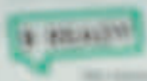
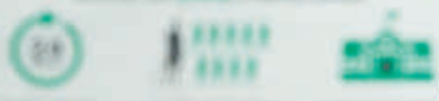


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BRINGING UP BABIES

Having overcome a tough childhood, pediatrician Ramon Resa is helping to raise up a new generation of kids

by Mary MacVean | photography by NashCO



2015
PHYSICIAN

Alonso Resa, MD
Pediatrics

Doctor of determination: In Porterville, Calif. (left), Ramon Resa strides the halls of Sierra View Medical Center, where he's on staff. Below and previous pages: At his Porterville clinic, Resa dispenses medical care, cute faces, and high-fives.



AT THREE YEARS OLD, an age when most toddlers are being assessed on how high they can count or how well they can recite their ABCs, Ramon Resa faced a different standard of measurement: how much cotton he could pile up in the farm fields of central California.

And for many years, as he harvested cotton, walnuts, or oranges, Resa felt that he didn't measure up. That feeling was reinforced by some who might have been his mentors and guides: Even though he graduated at the top of his eighth-grade class, he was told to let a white classmate give the valedictory speech. A school counselor tried to shunt him into wood shop instead of algebra.

But Resa persevered. Today, to visit him at work, you'll walk through a door labeled *Dr. Ramon Resa*. A Rotarian and a pediatrician in Porterville, Calif., he spends his days in an office not far from the tiny box of a house where he grew up among 14 relatives.

AT WORK, RESA MOVES among four exam rooms, sometimes seeing more than 50 patients in a day: a three-year-old suffering from allergies, a two-year-old in for a checkup, a 10-year-old who hurt his thumb playing sports. Resa tickles a child lightly as he checks a throat or belly, switching from English to Spanish as needed. "I can out-stare you," he jokes with a determined boy who has a sinus infection.

"He teases the babies and the moms, and he builds their confidence up," says his office manager, Shirley Rowell, who has worked with Resa since he arrived in Porterville in 1985 with his newly minted medical degree. The children energize him, bringing out his jovial nature, but he's also gentle and caring. When C-section newborns were moved from surgery to the maternity ward, Rowell recalls, Resa always carried them in his arms and talked to them. He never used the transport carts. "Of course it was against protocol," Resa says. "But if I have a chance to bond with the baby, I will."

In his own childhood, doctors were called only for the most severe ailments. Resa was the fifth child born to a mother barely out of her teens herself, and he never knew his father. He and two brothers were sent to live with their grandparents: The kids crowded in with "Ama" and "Apa," uncles, aunts, and cousins, sleeping on mattresses on the floor and sharing one bathroom. Goats, pigs, and chickens lived in a side yard. Everyone had to pitch in.

By the time he was seven or eight, he felt he was "no longer a child," Resa wrote in his 2010 memoir, *Out of the Fields*. He was a worker who was paid 3 cents a pound for cotton. He tried to prove his worth

**AT WORK, RESA
MOVES AMONG FOUR
EXAM ROOMS,
SOMETIMES SEEING
MORE THAN 50
PATIENTS IN A DAY.**

California crops: Oranges outside Porterville (below, from left); citrus groves near Strathmore; Resa examines an unripe cotton boll outside Goshen, where he used to pick cotton as a boy. Right: "One thing I liked about picking oranges," says Resa, "is how spectacular the groves looked."



**FOR MANY YEARS,
AS HE HARVESTED
COTTON, WALNUTS,
OR ORANGES, RESA
FELT THAT HE DIDN'T
MEASURE UP.**

by outworking people much older than he was. But alcohol, fights, and other stressors were all around him, and his feelings of isolation, inadequacy, and resentment grew. By the start of high school, Resa

began to feel a debilitating depression that robbed him of the joy of his scholastic and athletic achievements. He found himself dreading the bad things he was sure were to come. But he had brains and determination, and he vowed to succeed.

Research has shown that aspirations and resolve play a role in resilience.

Supportive role models do, too. Several key people saw promise in the young student and encouraged him: his fourth-grade teacher. A woman in the school district office. And his neighbors Jim and Susan Drake. Jim Drake was a principal aide to César Chávez, but Resa didn't learn about his role in the labor movement until years later.

Ernest Moreno, a friend since childhood who also grew up in a farmworker family, has often thought about why he and Resa succeeded when others did not. "You had to think you were special and didn't belong in that environment," says Moreno, who runs an executive search firm in Illinois. "You had to have friends who were like you" – Moreno recalls the many

Friday nights he and Resa spent playing board games such as Risk – "and you had to want it."

RESA'S FIRST EXPOSURE to Rotary came when good grades earned him a club-sponsored trip to see the Los Angeles Dodgers. It was his first trip anywhere.

As a teenager, he became aware of the advantages some of his classmates had: tutoring and private lessons, vacations, college and career expectations. But when a tennis coach offered him free private lessons, Resa turned him down. He had to work; his family needed the money. During his junior year in high school, he had to take a break from the cross-country team because his knees were so sore from kneeling to harvest walnuts. He was relieved when he got a letter jacket anyway, feeling sure that it would compel other students to see him "as a real person and not as a nobody."

Although Resa qualified for the University of California system, no one at his high school informed him about it. Instead, he says, he and other farmworkers were pointed toward vocational classes at the local community college – until recruiters from the University of California Santa Cruz Educational Opportunities Program showed up.

Early in his freshman year at UCSC, Resa met an artist named Debbie Binger, and she has been his partner ever since – through medical school at UC





Off the clock: Resa and his wife, Debbie, stroll through Springville (left), where Debbie has her artist's studio and where their children attended school. Below: Resa attends a meeting of the Rotary Club of Porterville.



Irvine, parenthood, all the ups and downs of life. The couple married and settled in California's Central Valley, and Resa joined the Rotary Club of Porterville. In 1990, he became its president.

Yet he still couldn't kick those childhood feelings of inadequacy. "I didn't belong in front of these people," he says. "I felt like a simple farmworker boy pretending to be a doctor."

But he didn't feel at home among his family anymore, either. "He went through a period where he didn't fit in either place," says Debbie. She eventually persuaded him to see a therapist for his depression. That, combined with religion, helped him to shed his bitterness and resentment and to understand that his family had done the best they could for him.

AT THE END OF 1990, a freeze devastated the Central Valley citrus industry and caused nearly \$1 billion in damage. Rotarians, Resa says, understood what the disaster meant to growers, who were their fellow community leaders. But Resa also understood what the freeze meant for the farmworkers – at least 100,000 lost their jobs – and for their families. He knew that his Rotary club could help.

But first he would need to tell them his story.

"So at the podium, I told my story of going without food, relying on donations, and going to bed hungry," he says. "I was ashamed of the way I grew up. I didn't tell Rotary about it until I

wanted to help get the farmworkers food."

His fellow Rotarians responded immediately. Contributions poured in to help the farmworker families get by. Ken Boyd, then governor of District 5230, who was at that meeting, had had no idea about the childhood his friend had endured. He spread the word to all 44 clubs in his district at that time.

Today, Resa tells his story all over the country – to teenagers and Rotary members, to teachers and migrant worker advocates, at the Rotary Youth Leadership Awards and at medical schools. He wrote a memoir, and a documentary film about his life is being produced.

But he still hates speaking in public – at least until it's over. And then he loves it, because every time, he says, at least one person comes up to him with a story of resilience: a childhood spent in a crack house or with a severe learning disability. A stutter like the one Resa had.

"He affects kids by letting them know they can do what they want," Boyd says. "And when you believe it, you really can."

Nina Clancy, another former district governor, is among those who encourage Resa to keep on telling his story. "I've never heard anyone so coura-

"I WAS ASHAMED OF THE WAY I GREW UP. I DIDN'T TELL ROTARY ABOUT IT UNTIL I WANTED TO HELP GET THE FARMWORKERS FOOD."

Homecoming (below, from left): The town of Goshen, where Resa grew up; Resa drives through the nearby citrus fields; the house where he spent much of his youth. Right: At the former site of Goshen School, Resa stands outside the building where he once took music lessons.



geous, so inspiring,” she says. “He has a zest for life that couldn’t be stamped out.”

AT HOME, THE RESAS’ TWO CHILDREN are now grown: Marina is an actor in Los Angeles, and Joshua is a fellow in pediatric oncology. Resa, meanwhile, is not-so-patiently waiting to become a grandfather. At his Rotary meeting, he jokingly bemoans his fellow members’ success – at acquiring grandchildren. At

work, he holds an infant and says, “Can I keep him?”

But for many years, Resa kept his other relatives at a distance. Many of his family members were surprised by parts of his memoir; some remember things differently. Some told him *Out of the Fields* deepened their understanding of the family and

of him. His uncle Esmael, one of the kids in his childhood home, says, “I felt like he slapped me, I was so shocked. I thought I knew everything about him.”

On one recent evening, some 20 members of the family gather at Round Table Pizza in Visalia, taking over two large tables for some boisterous storytelling and catching up. Tales of how hard they worked get the loudest laughs, but when asked if those experiences were

funny at the time, there’s a unanimous chorus of “No!”

But even as a child, Resa was struck by the beauty of his surroundings: “One thing I liked about picking oranges is how spectacular the groves looked,” he says. Driving past the fields where he once worked, through the blocks of houses where he spent his childhood, and past produce-packing houses along streets with names such as Olive and Orange, Resa points out the snow-topped mountains in the distance, the stands of walnut trees, and the fruit-heavy citrus groves extending to the horizon.

“My biggest regret is not going back and inspiring the next generation of my family,” he says. “I didn’t destroy the bridge. I just didn’t cross over it very often.” Fiercely protective of his children, he kept them away from relatives who struggled with drugs or gangs.

But those bonds are being mended. He stops one morning at his sister Rosa’s house. Inside, he helps himself to homemade tortillas, potatoes, and chorizo. “I still don’t know anything that tastes better than scooping a fresh corn tortilla into the kettle for a mouthful of hot chili with its iron taste from the pot, especially on a cold, crisp winter day,” he says.

These days, Resa can hold on to the best of his memories without any bitter taste. ■

Mary MacVean is a writer about food and health and a farmer who lives in Los Angeles.

**THESE DAYS,
RESA CAN HOLD ON
TO THE BEST OF HIS
MEMORIES WITHOUT
ANY BITTER TASTE.**

To learn more about the documentary being made about Resa’s life, visit [ramonrising.film](#).



Rotary's national
advocacy advisers
are putting polio on
the world stage.
Here's how.

BEHIND THE SCENES

by DIANA SCHOBERG



Look at the picture on this page: At the Rotary International Convention in Atlanta in June, world leaders were on hand to celebrate a historic \$1.2 billion in commitments to finance polio eradication. It was a huge moment for the polio eradication effort. But how did it come about?

A group of Rotary volunteers has been hard at work behind the scenes: our PolioPlus national advocacy advisers. This team of Rotarians from donor countries has a mission to make sure polio eradication is on the global agenda. In the corridors of power, they relentlessly work their connections – lunches with government officials, phone calls with ministers – to garner money and support for ending the disease.

And they've been successful: Since Rotary's advocacy program started in 1995, it has generated more than \$8 billion toward ending polio. The United States is the leading public sector donor to global polio eradication with a cumulative investment that totals \$3 billion through fiscal 2017, thanks in large part to the leadership of Past RI President James L. Lacy and members of the Polio Eradication Advocacy Task Force for the U.S. Their

advocacy colleagues around the world have done remarkable work as well.

"The national advocacy advisers always come through in knowing the right people to speak with in government and in arranging key meetings," says Michael K. McGovern, International PolioPlus Committee chair. "No matter the political party in charge, the Rotarians are known and respected."

This year, the pledging of funds wasn't the only priority. Working with our Global Polio Eradication Initiative partners, the advocates had the ambitious goal of getting a commitment to polio eradication from the world's most powerful nations. The advocacy advisers saw two unprecedented political victories when both the health ministers and leaders of the Group of 20, an informal bloc of countries accounting for 85 percent of the global economy, committed to strive to finish our work and end the disease.

Rotary's message about ending polio is reaching the key decision-makers. So how did our national advocacy advisers do it? We checked in with three of them to find out what went into their recent successes.

**Polio Eradication Advocacy
Task Force for the United States:**

- ANNE L. MATTHEWS | Chair
- JOHN D. SALYERS | Vice chair
- BARBARA M. FINLEY
- RALPH D. MUNRO
- JOHN L. SEVER
- C. GRANT WILKINS
- MARY BETH GROWNEY SELENE | Liaison trustee

PolioPlus national advocacy advisers:

- JUDITH A. DIMENT | Coordinator
- EKKEHART PANDEL | Vice coordinator
- BRIAN KNOWLES | Australia
- FRANZ ZEIDLER | Austria
- MICHEL COOMANS | Belgium
- MARCELO D. HAICK | Brazil
- WILFRID J. WILKINSON | Canada
- JØRGEN EEG SØRENSEN | Denmark
- MATTI HONKALA | Finland
- CHRISTIAN MICHAUD | France
- HILDEGARD DRESSINO | Germany
- DANIEL P. FAY | Ireland
- GIANNI JANDOLO | Italy
- KAZUHIKO OZAWA | Japan
- DONG KURN LEE | Korea
- DONY CALMES | Luxembourg
- JACOBUS ISEGER | Netherlands
- STUART J. BATTY | New Zealand
- BJØRG MÅNUM ANDERSSON | Norway
- HENRIQUE MANUEL CORREIA PINTO | Portugal
- JESUS MARIA MARTELO ORTIZ de ZARATE | Spain
- OLIVER ROSENBAUER | Switzerland
- GARY C.K. HUANG | Taiwan
- ŞAFAK ALPAY | Turkey
- JUDITH A. DIMENT | United Kingdom

WHAT CAN YOU DO



You may not be a national advocacy adviser, but you can do your part to underscore Rotary's commitment to polio eradication. If you personally know a government official, **contact your country's advocacy adviser** to offer your support. (In the U.S., the Polio Eradication Advocacy Task Force serves that role.) If a local or national representative is speaking at your club, take the opportunity to **remind that person that polio is Rotary's top priority** and that the speaker's support is both needed and appreciated. **Give the representative an End Polio Now pin** or **make a contribution in the speaker's name** to Rotary's polio eradication efforts.

Meet three of the Rotarians putting polio on the global agenda



**GIANNI
JANDOLO**

ROTARY CLUB:

Adda Lodigiano, Italy

PROFESSIONAL BACKGROUND:

Headhunter for information technology businesses

POLIO BACKGROUND:

More than five years as Italy's national advocacy adviser

ON ADVOCACY:



It's not enough to be passionate. You have to know the players, what agenda they have, including what hidden agenda they have. You have to be able to negotiate, to persuade, to be diplomatic.



**JUDITH
DIMENT**

ROTARY CLUB:

Maidenhead Thames, England

PROFESSIONAL BACKGROUND:

Runs a public relations and event planning firm

POLIO BACKGROUND:

Helped shape Rotary polio advocacy in her country since 1996 – first as a paid consultant and later as a national advocacy adviser, a position she has held since 2010. She is coordinator of the global team of advisers.

ON ADVOCACY:



When I go to see a minister, I always say I'm a volunteer. I think they're absolutely amazed that we do this voluntarily.



**MARCELO
HAICK**

ROTARY CLUB:

Santos-Praia, Brazil

PROFESSIONAL BACKGROUND:

Physician specializing in occupational medicine

POLIO BACKGROUND:

In addition to serving as Brazil's national advocacy adviser since 2014, Haick represents Rotary on Brazil's polio eradication committee and is an End Polio Now zone coordinator.

ON ADVOCACY:



Advocacy needs proactive behavior and to have influence. To be lucky always helps – that's the fun part.

APRIL Jandolo represents Rotary at the C-7 meeting. He dedicates much of his **two days in Rome** to meeting one-on-one with the other attendees, especially those interested in health. He argues that the G-7 has already committed to eradicating polio and that now it needs to follow through. For the first time, the C-7 includes polio eradication in its policy recommendations.



“

The C-7 started understanding that Rotary is among the players in civil society. That is a good thing.

MAY Jandolo meets with Francesco Aureli, adviser to the diplomatic team on health issues, to urge support for polio eradication at the upcoming G-7. Jandolo and Aureli met for the first time over lunch in Rome in July 2016 and have developed a friendly relationship.



FEBRUARY On 23 February – Rotary’s anniversary – Diment organizes a reception at the House of Commons in London to celebrate the centennial of The Rotary Foundation and educate attendees about ending polio. The 100 guests include politicians from the House of Commons and the House of Lords, ambassadors and high commissioners from countries where polio eradication activities take place, and major donors to polio eradication.

“

I’ve been working on advocacy for over 20 years, so I know my way around Parliament. I’ve got a good contact base.

MAY With new heads of state in four of the seven countries, one global leader predicted that this would be “the most challenging G-7 summit in years.” While polio eradication has been mentioned on the G-7 communiqué in the past, it did not make it into the 2017 declaration, which tackled topics such as refugees and climate change.

MAY Diment meets with Heulwen Philpot, a member of the British diplomatic team, at the UK Cabinet Office. She urges Philpot to get polio onto the G-7 communiqué, a list of nonbinding commitments the participating governments make.

Later that month, at the World Health Assembly, Diment gives a three-minute speech about polio eradication to health ministers from all the UN member states. She is given this privilege because of Rotary’s consultative status with the World Health Organization.



FEBRUARY Brazil’s newly appointed foreign affairs minister, Norberto Moretti, is on the diplomatic team for the G-20. With the help of a congressman from São Paulo state, João Paulo Tavares Papa, Haick secures a meeting with Moretti. At the meeting, a medical adviser to the minister, Marise Ribeiro Nogueira, tells Haick that 20 years ago, she was a Rotary scholar.

“

She became our ally in the office.

APRIL Ricardo Barros, Brazil’s health minister, puts forward a one-page policy statement encouraging other countries to support polio eradication during the first-ever G-20 health ministers meeting. Haick and Barros **met for the first time** the previous year, thanks to a Rotary connection: At a Rotary institute, Haick discovered that Mauro Carvalho Duarte Jr., then governor-elect of District 4630, was a close friend of Barros.



“

He took out his mobile phone in the hotel corridor and asked, ‘Do you want me to call the minister right now?’

GROUPS TO KNOW

GROUP OF SEVEN (G-7)

An informal bloc of seven industrialized democracies: Canada, France, Germany, Italy, Japan, the United Kingdom, and the United States. The leadership of the G-7 rotates annually by country; this year, it was held by Italy. In May, the G-7 held its annual summit in Sicily.



C-7

A meeting of civil society organizations held each year before the G-7 summit. In April, representatives from more than 60 groups met in Rome to hammer out what policies to ask government leaders to consider at the G-7 summit.

JUNE Italy pledges \$5 million toward polio eradication. Rotary sends a thank-you note urging the country to include polio eradication on the leaders' statement at the G-20.



Jandolo represents Rotary at the C-20 meeting in Hamburg, Germany. Thiemo Steinrücken, a member of the German diplomatic team, sees Jandolo's End Polio Now pin and tells him with a smile, "I suppose you are from Rotary International and you are going to talk about polio!" Unfortunately, this year polio eradication does not make it onto the list of C-20 policy recommendations.



JUNE Rotary, the Bill & Melinda Gates Foundation, and representatives from major donor countries announce \$1.2 billion in new commitments toward polio eradication at the Rotary Convention in Atlanta.

JUNE In the weeks leading up to the UK elections in June, government officials put public spending decisions on hold and could not announce a financial commitment toward polio eradication with the other donors at the Rotary Convention. Diment emails Prime Minister Theresa May, whom she has known through local politics for more than 20 years, to fill her in about the financial pledges made at the convention.

AUGUST Secretary of State for International Development Priti Patel announces a UK pledge of £100 million, bringing the total pledged worldwide to \$1.3 billion.



The next week, Diment meets with Patel to thank her. Diment asks British Rotary clubs to write to their members of Parliament to thank them for the pledge and **invite them to World Polio Day events** in October.

“

It's a continuous dialogue with all the audiences you need to influence.

MAY The G-20 health ministers recognize the “historic opportunity to contribute to global polio eradication” in their communiqué. In particular, they focus on “strong, sustainable and resilient health systems,” in which the infrastructure and human resources of the Global Polio Eradication Initiative play an important role. The recommendations from this meeting can influence the decisions at the next G-20 summit and help support Rotary’s ongoing advocacy efforts with individual member states.



JULY Canada, a long-standing champion of polio eradication, plays a leading role in getting the issue onto the agenda for the G-20. For the first time, G-20 leaders pledge to “strive to fully eradicate polio” in their unanimous final declaration after the summit in Hamburg. While not legally binding, it shapes future policies in the countries involved.



MAY Barros personally calls Haick to confirm that he is planning to champion the cause. While Haick has many meetings with high-level government officials, to receive a call directly from Barros surprises him.

“

It was the first time in my life a minister called me.

GROUP OF 20 (G-20)

A forum of 19 advanced and emerging countries, plus the European Union. Together, they represent two-thirds of the world's population. The summit usually focuses on economic cooperation, but this year Germany, the 2017 G-20 leader, expanded it to include global health. The G-20 held its annual summit in Hamburg in July.



C-20

A meeting for civil society organizations held before the G-20, which included more than 200 groups in June in Hamburg.



WORLD HEALTH ASSEMBLY

A weeklong meeting held every May in Geneva to govern the World Health Organization. Because WHO is an agency of the United Nations, health ministers from each of its member states attend.



TOGETHER, WE

INSPIRE

Rotary believes education is a right. Our more than 1 million members across the globe unite to educate and uplift students through scholarships and service. Inspiring the next generation – that's what people of action do. [Learn more at Rotary.org](https://www.rotary.org).



Let's tell the world we are

PEOPLE OF ACTION

The new Rotary public image campaign is now available. Bring your club's story to life and help the world understand who we are: leaders who work together to connect, inspire, and transform our communities.

Get started at [rotary.org/brandcenter](https://www.rotary.org/brandcenter) today.



insider

Signs of compassion

In recent months, hurricanes, earthquakes, and mudslides in the Caribbean, Mexico, Sierra Leone, and the United States have killed hundreds of people and left tens of thousands homeless. The Rotary Foundation and Rotary clubs are collecting money to help; see page 59 for information and visit Rotary.org for updates on disaster relief efforts.

Rotary founder Paul Harris had his own connection with hurricanes, having survived one of the deadliest storms to hit the United States – the Category 4 Cheniere Caminada hurricane. A coastal island off the Louisiana mainland, Cheniere Caminada lost 779 of its 1,471 residents to the 1893 hurricane, which killed over 1,200 more people elsewhere.

*Harris' account of his experience, written in the third person, appeared in the July 1926 issue of *The Rotarian*. An edited version follows.*

On Sunday morning, 1 October, Paul and the other orange pickers rowed across the Mississippi River to dredge for oysters in a bayou. Returning that afternoon, they encountered a heavy wind that made the crossing very difficult. The wind storm continued with such force that the men feared that the warehouse, standing so high above the ground, would be blown down. They therefore sought refuge in the Pizatti house.

As the men gathered in the large kitchen, the storm continued to rage. Frequently the door opened and entire families, dripping wet, entered. The house soon filled with men, women, and children, all shouting a variety of languages.



The ROTARIAN

An International Magazine



THE RIGHTS OF MAN—René Cassin
 IN THE SHADOW OF 70—Harry Elmore Hurd
 HELP SHAPE THE FUTURE—Clifford A. Randall

DECEMBER ■ 1958

FROM THE ARCHIVES OF THE ROTARIAN

December 1958 Danish illustrator Paul Høyrup painted the small-town scene that adorned this cover. Høyrup, whose work had long been familiar to readers of Danish books and newspapers, first made his mark outside his homeland in 1950, when this painting was among 100 winners of Hallmark Cards' second annual art award competition. (The founder of Hallmark, Joyce C. Hall, was a member of the Rotary Club of Kansas City, Mo.) The issue also included an explanation of the Universal Declaration of Human Rights by René Cassin, former chairman of the United Nations Commission on Human Rights, and an article about wild turkeys written by John Stuart Martin, former managing editor of *Time*.



Previous page: Rotary clubs helped with disaster recovery after Hurricane Katrina. Above: Rotary founder Paul Harris survived a hurricane in 1893.

Without warning, a rush of water poured into the house, entering under the doorway. Men grabbed the children and burst through the door into the night. Outside, the house was surrounded by water. Their only salvation was to reach the high-standing warehouse. At this point, the water was more feared than the wind.

Paul picked up a girl about eight or nine years old and carried her out the door. The water at first was only about knee deep, but the depth increased rapidly as he approached the warehouse. He raised the girl higher and higher to keep her out of the water, which had reached his armpits when he finally found the plank leading up to the warehouse.

There in the light of a lantern huddled 50 or more men and crying, shrieking women and children. The young orange pickers, many of them strangers to the Mississippi, stared in disbelief. As a frightened woman fell to her knees and sobbed a prayer, one of the young men began laughing. A local man who knew the river cut him short. "Don't laugh," he said. "Prepare to meet your God."

To the relief of all, the storm subsided as daylight broke. The only dry land in sight was the top of the levee, which was covered with walking, creeping, and crawling things: horses, cows, hogs, hens, birds, and squirming, writhing, deadly moccasin snakes. The surrounding waters were strewn with wreckage, but the strangest sight of all was a three-masted schooner standing where yesterday there had been dry land. The only house that remained standing was Pizatti's — that and the place of refuge, the warehouse.

ROTARY AT A GLANCE

As of 31 August

ROTARY	ROTARACT	INTERACT	RCCS
Members: 1,220,185	Members: 242,949	Members: 511,796	Members: 210,500
Clubs: 35,727	Clubs: 10,563	Clubs: 22,252	Corps: 9,900

Shortly, relief boats came down from New Orleans and provided the survivors with aid. The loss of life was tremendous. The writer wishes he had the power to adequately describe the storm, which descended so suddenly. Although years have passed, the suffering and horror of that night still remain.

DISASTER RECOVERY

How to contribute

Four Rotary Foundation donor advised funds have been set up to accept donations for hurricane and earthquake victims.

Hurricane Harvey

Account name:
Gulf Coast Disaster Relief Fund
Account number: **608**

Hurricanes Irma and Maria

Account name:
Hurricane Emergency Relief Fund
Account number: **296**

Mexico earthquakes

Account name:
Mexico Earthquake Recovery Fund
Account number: **613**

Puerto Rico

Account name:
Puerto Rico Recovery
Account number: **614**

You can contribute by check or wire transfer or online with a credit card. You'll need to provide the account name and number listed above. When contributing via credit card, please check the address box to share your address with Rotary. Make your donation at:

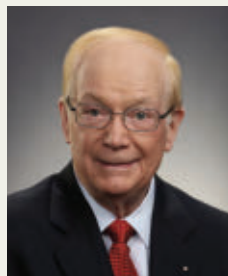
bit.ly/2xXRyuI.

Other disaster recovery projects

Team members from ShelterBox, one of Rotary's partners, are working with Rotarians to assess the damage and provide emergency supplies and temporary housing in Bangladesh, Nepal, Nigeria, and Sierra Leone.

Find out how you can support recovery projects on Rotary Ideas at bit.ly/2xz2Fcs. If you have any questions about how you can help, email relief@rotary.org.

MESSAGE FROM THE FOUNDATION CHAIR



This month my focus is on the purpose and power of partnerships.

We have a history of partnerships at all levels of Rotary. We partner member to member, club to club, district to district, all finding support from the wide variety of The Rotary Foundation's programs, projects, and grants. How powerful this continues to be!

But only in the last several decades have we paid much attention to the idea of partnering with organizations outside of Rotary. Most would agree this change led to the Global Polio Eradication Initiative, which has accomplished so much through each partner sharing its expertise and working together with a common purpose. This public-private partnership for global health is on the verge of eradicating an infectious disease affecting humans for only the second time in history.

Simply put, partners agree to cooperate in advancing mutual goals. In so doing, they accomplish much more than one entity can alone. We now understand that to maximize our impact, Rotary must establish innovative partnerships, not just at all levels within our organization, but outside of Rotary as well.

Our second major partnership initiative has been the Rotary Peace Centers program. In little over a decade, our peace centers have trained more than 1,100 individuals. Through this program, Rotary Peace Fellows develop the skills they need to serve as leaders and catalysts for peace and conflict resolution both in their communities and around the globe.

Thanks to the ongoing work of the Joint Committee on Partnerships, which includes RI directors and Foundation trustees, the number of Rotary partnerships continues to grow. The Partnerships page at Rotary.org (go to About Rotary, then choose Partners) has a tremendous amount of information. Please take a few minutes and explore the page. Make sure to scroll all the way down to learn more about the partners and – most important – how your club or district can get involved.

As we head toward 2018 and consider which New Year's resolutions we will make, dream big about the service opportunities waiting for us with our dedicated partners.

Make 2018 the year to take advantage of all that Rotary offers and see how much more productive and effective we can be using the power of partnerships.

Best wishes to you for a very happy new year.

A handwritten signature in black ink that reads "Paul A. Netzel".

Paul A. Netzel
FOUNDATION TRUSTEE CHAIR

Share your ideas for
new partnerships with me at
paul.netzel@rotary.org.

INVEST YOURSELF

There's an opportunity to become a member of **The Rotary Foundation's Investment Committee** starting 1 July 2018. Candidates must be Rotarians, preferably with a CFA or CAIA designation, be fluent in English, and be a resident of North America.

CANDIDATES SHOULD CONTACT:

Eric Jones, Rotary's Chief Investment Officer
at (847) 866-3015 or Eric.Jones@Rotary.org.



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John Rezek
John Rezek, editor in chief

"DISEASE" (DECEMBER FOCUS)

Across

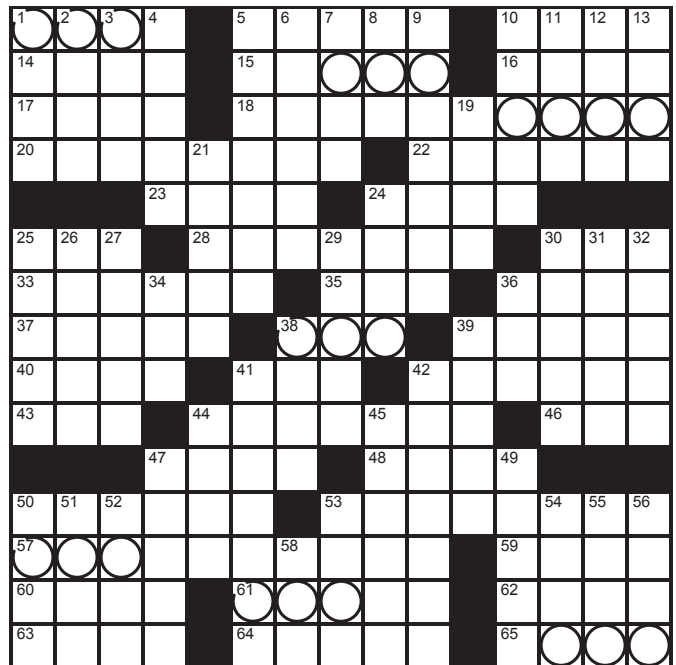
- 1 Get ready, casually
- 5 Lines of operation?
- 10 "___ I doin'?"
- 14 Coty or Russo
- 15 Safe retreat
- 16 Greeting at sea
- 17 Fairy tale opener
- 18 Good advice for any endeavor
- 20 One questioning voters
- 22 Pepsi alternative
- 23 Like pie?
- 24 Genie's offering
- 25 ___ out a living
- 28 Break up
- 30 Wall St. deal
- 33 Evolution theorist
- 35 End of some URLs
- 36 Protective trench
- 37 Shopping jag
- 38 "Then what?"
- 39 Mean-spirited
- 40 Fencing blade
- 41 Dr. of hip-hop
- 42 Dojo teaching
- 43 Lass's mate
- 44 What John, Paul, and George played

- 46 Gen ___ (baby boomer's kid)
- 47 Tabula ___ (blank slate)
- 48 Belt out
- 50 Masterful
- 53 "Enough already!"
- 57 Nest locale
- 59 Sainly glow
- 60 Driven things
- 61 Universal soul, in Hinduism
- 62 Pants, briefly
- 63 Ballyhoo
- 64 *Stuart Little* actress Davis
- 65 In the mail

Down

- 1 Chaplin's cane, e.g.
- 2 Where Nevada's oldest Rotary club is
- 3 What's in an envelope, for short
- 4 *Get Out* writer and director Jordan ___
- 5 Prevents from leaving
- 6 Stengel and Kaseem
- 7 Declare
- 8 Word before room or center
- 9 Trapping, in a way
- 10 Concoct, as a plan
- 11 Where the Rotary Club of Akron is
- 12 Fabric from fleece
- 13 Chatty pet
- 19 La Jolla campus, initially
- 21 "Sexy" lady of song
- 24 Urban district
- 25 Ford flop of the '50s
- 26 Phi Beta ___
- 27 Committed a faux pas
- 29 Denise Huxtable player Lisa ___
- 30 Eco-friendly Dr. Seuss character
- 31 Moistest, as a turkey
- 32 Catchall category
- 34 Minuscule
- 36 Scratch, say
- 38 Pavarotti offering
- 39 Is sans
- 41 Cleaning cloth
- 42 Hare ___ (religious sect)
- 44 Clothing
- 45 Garbage container

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



- 47 *Walk the Line* Oscar winner ___
- 49 Barnyard butters
- 50 Write for a long time?
- 51 Look inside?
- 52 Criminal, informally
- 53 Treater's words
- 54 Not polluted
- 55 Unwrinkle
- 56 Concise and controlled
- 58 Got the fare down?

Solution on page 18

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www.rotaryitalia.it/en/presidentialconference

MATERNAL AND CHILD HEALTH

This year alone, more than 150,000 refugees displaced by conflict have reached the shores of southern Italy in search of safety. The refugee crisis has devastating health implications, especially for mothers and children. Hosted by the Italian Rotary districts, this conference will address maternal and child health concerns in refugee communities. Join leading professionals, academics, thought leaders, and community members to discuss providing access to health services and promoting healthy practices in transient populations and their host regions.

FOR MORE INFORMATION, VISIT
rotary.org/presidential-conferences



Presidential conferences link peace, other areas of focus

Discover innovative ways to achieve peace in your community and throughout the world at one of six presidential peacebuilding conferences in 2018. Convened by RI President Ian H.S. Riseley, the events will focus on how peace relates to each of Rotary's five other areas of focus, as well as to environmental sustainability.

The conferences, from February to June, will be led by Rotary districts. The series' goals are to enhance Rotary's position as a global leader in each area of focus, demonstrate The Rotary Foundation's impact in the world, build knowledge to inspire and

improve Rotary's service engagement, and provide a platform for members and nonmembers to network, make connections, and explore partnerships for local and global projects.

One of Riseley's goals for clubs during his term is to promote environmental sustainability. He is challenging every Rotary club to plant at least one tree per member by Earth Day, 22 April.

The first conference, in Vancouver, B.C., will focus on how sustaining the environment can enhance peace. Learn more about each conference and how to register at bit.ly/2wpHGo4.

The peace conference 2018 schedule:

- 10 FEBRUARY | Environmental sustainability – Vancouver
- 17 FEBRUARY | Providing clean water – Beirut
- 24 FEBRUARY | Fighting disease – Coventry, England
- 17 MARCH | Growing local economies – Sydney
- 28 APRIL | Saving mothers and children – Taranto, Italy
- 2 JUNE | Supporting education – Chicago

New Rotary service partner for eye care

In August, Rotary signed a one-year partnership agreement with the International Agency for the Prevention of Blindness.

Rotary clubs can partner with IAPB member agencies to provide access to eye care and blindness prevention services such as eye exams, cataract screenings and treatment, and diabetic eye examinations and follow-up services.

IAPB's mission is to eliminate the main causes of avoid-

able blindness and visual impairment by bringing together governments, non-governmental organizations, academic institutions, and the private sector to facilitate the planning, development, and implementation of sustainable eye care programs.

Rotary service partners also include the Peace Corps, the Dollywood Foundation, the Global FoodBanking Network, and Youth Service America.

A centennial year to remember

The Rotary Foundation surpassed its goal of raising \$300 million in contributions in its centennial year, an achievement that will have lasting effects on Rotarians' abilities to help communities. The Foundation awarded 1,260 global grants in 2016-17, an 8 percent increase from 2015-16. Grants for polio eradication totaled more than \$110 million, and Rotary Peace Fellowship applications increased 59 percent between 2015 and 2017.

What started with Arch Klumph's vision and a donation of \$26.50 in 1917 has evolved into a leading humanitarian foundation that has spent nearly \$4 billion on life-changing, sustainable projects.

"When we say that our Rotary Foundation is saving and transforming lives, we are not exaggerating," says 2016-17 Rotary Foundation Trustee Chair Kalyan Banerjee. "It is happening in communities all

over our world. And it's been happening for 100 years."

Rotarians around the world celebrated the centennial year through events such as a concert and dinner in Cleveland, the hometown of Arch C. Klumph, who proposed the Foundation; commemorative postage stamps in Pakistan; and a cruise on the Danube River to raise funds for the Foundation.



Top left: Rotarians discuss peace at the 2015 Rotary Convention. Above: The Rotary Foundation's 100th birthday party was one of many events to mark the occasion.



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last look



JONATHAN TORGOVNIK

PARTNER

On page 16, you'll find a story about a partnership among Rotarians, the Peace Corps, the University of Illinois at Chicago, and others that's working to prevent deaths from cervical cancer in Senegal. More than 250,000 women die of cervical cancer around the world each year, 85 percent of them in developing countries. But a vaccine exists, and, if detected early, cervical cancer is one of the easiest cancers to treat. The Health Education and Wellness Rotarian Action Group can share strategies for developing successful cervical cancer prevention projects. Find out more at hewrag.org.




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Inspiration AROUND EVERY CORNER

The app that changed everything

Connections can blossom in the most unique places. That's what Tetsu from Japan learned after joining a text messaging group of 250 Rotarians. He discovered a convenient way to connect and exchange ideas with other Rotarians from all over the world.

Each convention gives the group a chance to meet in person and develop more project ideas — which means they have an opportunity to improve communities and create memories to last a lifetime.

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



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2017 photo contest submissions pictured top to bottom:
ANDREA AYALA / MIKHAIL KAPYCHKA / HAL TEARSE