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Rotary International
President:
Ray Klinginsmith

INTERNATIONAL FELLOWSHIP OF ROTARY EDITORS AND PUBLISHERS

Rotary PEN

Webinar panelists needed

Rotary International News – 30 March 2011

RI is looking for qualified Rotarians who work on their club's or district's newsletter to talk about e-newsletter options and best practices as webinar panelists in June. The two 60-minute webinars will be in English, but the panelists' newsletters can be in any language.

If you're interested in being a panelist for one of the sessions, e-mail bestpractices@rotary.org and tell us about your e-newsletter. Include information on the software you use to produce it, how you distribute it, and the results you've seen, as well as a link to it. The deadline to volunteer is 18 April.

Each of the free webinars will have different panelists, and panelists will not have to travel to participate. The webinars are scheduled for:

15 June, from 18:00 to 19:00 CDT;
or 23:00 GMT (check for your local time)

22 June, from 10:00 to 11:00 CDT;
or 05:00 GMT

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Message from President Ray Klingensmith

April 2011

Something Old, Something New

“The change to five Avenues of Service will provide a single director or coordinator for each club and each district to supervise and promote the Rotary programs for young people.”

Most Rotarians know that for several decades, Rotary has operated with four Avenues of Service: namely Club Service, Vocational Service, Community Service, and International Service. But an unusual thing happened at the 2010 Council on Legislation! The proposed enactment to add a fifth Avenue of Service was approved by the Council after being rejected at previous Councils.

The new avenue is called New Generations Service, and there is some confusion and concern about the impact of the change. The proposer of the enactment did not file a statement of support, and therefore, we do not have a written statement of the proposer's

rationale. However, it seems to me that the purpose and effect is to focus more attention on the Rotary programs for youth and young adults.

Rotary's programs of Interact, RYLA, Rotaract, and Rotary Youth Exchange are some of the best in the world for young people. However, they have been divided between Community Service and International Service at the club level and district level, which has made it more difficult for them to be coordinated. The change to five Avenues of Service will provide a single director or coordinator for each club and each district to supervise and promote the Rotary programs for young people.

Our work with youth and young adults has two salutary benefits. First, the favorable influence on the participants by their exposure to the core values of Rotary, which are fellowship, service, integrity, diversity, and leadership. Second, the positive memory of Rotary that often causes the participants to



join Rotary clubs later in their lives. We need to do a better job of recruiting the participants into Rotary membership, and we are working on plans to record the names and e-mail addresses of the participants to stay in touch with them as they leave the youth and young adult programs.

So in reality, the 2010 Council on Legislation did not create any new programs. But adding the fifth Avenue of Service will facilitate our quest to make the youth and young adult programs even Bigger, Better, and Bolder in the future – and to recruit even more of the participants into Rotary membership. The perfect example of a win-win situation!

Ray Klingensmith
President, Rotary
International

Monthly Focus—Water

Project technology: Bio-sand water filters

Environmental sustainability is the seventh of eight UN Millennium Development Goals. One target is to halve by 2015 the proportion of the population without sustainable access to safe drinking water and sanitation. While great strides have been made toward this goal, providing access to safe water remains a critical task, and targeted efforts to bring proper sanitation are needed in many parts of the world.

As your club works to address water and sanitation issues, consider using a common clean-water technology: the bio-sand filter. Bio-sand filters are affordable and require little maintenance, making them especially useful in developing countries. They remove 98.5 percent of bacteria, 95 percent of turbidity, and 90 to 95 percent of iron. For more information, click <http://www.cawst.org/en/themes/biosand-filter>

Rotary clubs have water projects on tap

By Arnold Grahl and Ryan Hyland
Rotary International News – 22 March 2011

Villages in four regions of Ghana are being equipped with ventilated pit latrines, showers, and boreholes featuring hand pumps and mechanized pipes through the efforts of dozens of Rotary clubs in Latin America, North America, and Ghana.

The effort is part of the International H2O Collaboration, an alliance between Rotary International and USAID. Launched in 2009, it works to implement long-term, sustainable water, sanitation, and hy-

giene projects in the developing world. The first phase of the partnership has focused on three countries: Ghana, the Philippines, and the Dominican Republic.

"With this collaboration, Rotary is taking the commitment to clean water and sanitation to the next level," says RI Vice President Thomas M. Thorfinnson, a member of the RI/USAID Steering Committee. "We're not just focused on simply providing safe drinking water and walking away. We are looking at our ability to partner to make a larger impact in a bigger part of the world



through sustainable projects and clean sanitation practices."

Billions of people lack access to safe drinking water and proper sanitation. To draw attention to the need for action, the United Nations has designated 22 March as World Water Day. Each year since 1993, it has selected a different theme. This year focuses on the impact of rapid urban growth and the challenges of urban water management. Learn more about World Water Day events.

The International H2O Collaboration is an example of Rotary's dedication to water and sanitation issues, an area of focus under The Rotary Foundation's Future Vision Plan.

In Ghana, Rotarians are working with committees in about 100 communities to change sanitation behaviors and provide training on maintaining the new equipment. The committees are responsible for establishing fees for water use and using the money collected to operate and maintain the pumps.

Rotarians in the Philippines have been working with the country's Solid Waste Management Association to keep garbage out of a wastewater treatment plant that serves one of Manila's large public markets. They have made several site

visits and assisted in training and surveying market vendors. As a result, the vendors have developed a plan to compost up to 60 percent of biodegradable waste and use it to fertilize newly planted

trees.

Thorfinnson says that almost all Rotary funds in the Dominican Republic are going toward bio-sand filters, while USAID funds are helping to improve and construct water supply and sanitation systems and provide hygiene education.

Rotarians interested in water and sanitation can attend a workshop on the International H2O Collaboration, moderated by Thorfinnson, on 24 May at the 2011 RI Convention in New Orleans, Louisiana, USA. The Water and Sanitation Rotarian Action Group will also host a fourth annual World Water Summit on 20 May at the New Orleans Marriott.

Rotarians are engaged in many

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Monthly Focus—Water

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water and sanitation projects year-round. Here's a sampling:

A \$64,566 contribution from the Haiti Earthquake Relief Fund is supporting a project of the Rotary Club of Mirebalais, Centre, Haiti, to construct 80 rainwater collection tanks with built-in filters, each with a 2,500-gallon capacity. The tanks will provide clean water for about 3,000 people.

Rotarians in District 5420 (Utah, USA) are working with Rotarians in Colombia and Ecuador on a series of global grant projects to build bathrooms for schools, provide clean drinking water, and teach students better hygiene practices. They also have reached out to the general public through billboard, radio, and television public service announcements.

Rotarians in District 2230 (Belarus; Poland; Ukraine) are helping to build a modern septic treatment system and renovate toilets and showers in an orphanage in Krasne, Chernihiv'ska, Ukraine.



Team dreams of clean streams

by Susie Ma The Rotarian – April 2011

The banks of the Sacramento River, as it meanders through Shasta County in Northern California, USA, are a tangle of unwelcome plants.

“We used to have large trees and grass instead of this clutter of impassible non-native species,” says Randall Smith, a member of the Rotary Club of Redding. “We’re trying to get rid of this junk so people can enjoy the river – and so people will see what the natural environment looks like and maybe go home and fix their own backyards.”

Smith has chaired the Allied Stream Team, the club’s environmental committee, since 2000, leading its members as they tackle projects from supporting wildlife to removing invasive plants.

“The crying need for restoration of our natural habitat in Redding was much larger than picking up discarded coffee cups and Coke bottles,” says Smith, who estimates the team’s work over the past decade to be worth \$1.4 million, based on government calculations of the value of its completed projects.

“Randy Smith and his efforts to clean our streams cannot be underestimated. This is work that has gone undone for generations, and his efforts have restored many of our creeks, all of which run directly into the Sacramento River, back to a near-native condition,” says Jeff Haynes, of the Rotary Club of Redding Sunrise. Haynes, who owns a landscaping business, believes so strongly in what the Stream Team is doing, he pays for his employees to help out on its projects.

Much of the team’s work involves removing non-native plants such as arundo, a tall, fast-growing grass from Asia that crowds out native species, damages the local ecosystem, and poses a fire haz-

ard. Eradicating the plant is a tedious process, but after nine campaigns, the Stream Team is close to victory in Shasta County.

The 50-member group does not work alone. Some projects – such as the annual Community Creek Clean Up Day – draw hundreds of volunteers, including Rotarians from other clubs, Interactors and Rotaractors, college students, and people responding to newspaper ads.

Smith, a retired physician, has a knack for working with government agencies and community organizations, including the U.S. Bureau of Land Management and the California Conservation Corps, says the team’s vice chair, Steve Gaston. The group has an annual budget of only \$2,500 but has secured additional funding from outside sources and government grants.

The team has proved as careful a steward of money as it has of the environment: It carried out the Canyon Hollow Creek Fishway Project – a habitat restoration effort that the California Department of Fish and Game estimated would cost \$750,000 – for a total of \$21,000.

Smith hopes other clubs will follow the Stream Team’s lead, especially because many cities and counties have been forced to cut their budgets, and funds for protecting the environment are often the first to go.

“We have to galvanize commitment through organizations like Rotary to do the work ourselves,” he says. “We can plant that message not only in Guatemala or Sudan but also here, where we have an overwhelming need to preserve what we have.”

News and Tidbits from Rotary International

Legal expert to receive Rotary Foundation's top alumni award

By Megan Ferringer

Rotary International News – 7 March 2011

Talbot "Sandy" D'Alemberte, an attorney and president emeritus of Florida State University in Florida, USA, has been named by the Trustees of The Rotary Foundation as recipient of the 2010-11 Global Alumni Service to Humanity Award.

D'Alemberte will accept the honor at the RI Convention in New Orleans, Louisiana, in May.

"I was absolutely floored when I learned that I would receive the award," D'Alemberte says. "It is a great honor that I treasure more because of my respect for the work of The Rotary Foundation."

A former member of the Rotary Club of Tallahassee, Florida, and a Paul Harris Fellow, D'Alemberte is widely commended for his efforts in the areas of dispute resolution and rule of law for international legal reform throughout Eastern Europe. He has also received numerous awards for his university leadership and pro bono legal service.

In 1989, D'Alemberte became president-elect of the American Bar Association (ABA), which gave him

an opportunity to provide pro bono support for newly emerging democracies in Central and Eastern Europe. With the support of prominent U.S. jurists, lawyers, and ABA members, he and a colleague, Homer Moyer, created the Central and Eastern European Law Initiative (CEELI) in 1990, which helped implement constitutional, legal, and institutional reforms in those regions.

CEELI continued to grow, and similar programs were established in Asia, Africa, Latin America, the Caribbean, and the Middle East. In 2007, the ABA established the Rule of Law Initiative to oversee these programs and now operates in 40 countries.

"One of the most important things I have been able to do was to work with others in setting up CEELI. This project can be directly linked to interests I developed as a [1958-59] Rotary Foundation Scholar at the London School of Economics and Political Science," says D'Alemberte, who credits his father, a Rotarian, for opening his eyes to the world beyond his small Florida hometown.

After his scholarship, D'Alemberte earned a law degree, with honors, from the University of

Florida College of Law. Convinced that the legal profession would enable him to make a difference in the lives of others, he went on to concentrate on media and public law. His work included a case that led to the first rule allowing camera access to courtrooms. It was a milestone that won him an Emmy from the National Academy of Television Arts and Sciences in 1985.

D'Alemberte served as president of Florida State University from 1994 to 2003, and continues to teach at the College of Law.

"I have had great fun during my career, and it's an extraordinary thing to be awarded this honor for some of the things I most enjoyed," D'Alemberte says.

Written for Reconnections

New free Rotary Club Locator iPhone app available

Rotary International News – 1 April 2011

You can now search for a Rotary club with RI's free iPhone app. In the Apple app store it's called the Rotary Club Locator from Rotary International. The app also

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PURPOSE of International Fellowship of Editors and Publishers:

- 1.> provide easy method to contribute, distribute, and search for ideas and information for bulletin editors.**
- 2.> encourage more club members to accept the opportunity to be bulletin editor.**
- 3.> improve retention of current bulletin editors.**
- 4.> improve club member's knowledge of Rotary.**

Yahoo Group—RotaryBULLETIN

Website: www.IFREP.org



Rotary News & Updates: Content for your District or Club Newsletter

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will soon be offered for Android phones.

If you have questions or feedback, please let RI know by e-mailing the Contact Center at contact.center@rotary.org.

Celebrate Literacy Month

During Literacy Month in March, Rotarians are encouraged to use club and district resources to take on and strengthen literacy efforts. Rotarians have supported literacy initiatives through a wide range of projects, including donating desks and supplies to schoolchildren, building community libraries, and tutoring at after-school clinics. If you're looking for new ways to get involved in a literacy project, consider collaborating with an organization that has a cooperative relationship with Rotary International. The Dollywood Foundation supports early childhood literacy through its Imagination Library program, and the International Reading Association works with local councils and affiliates to promote literacy worldwide.

By supporting literacy in your communities and around the world, you provide fundamental skills and new opportunities to some of the nearly 800 million people who cannot read or write. Your investment exemplifies the RI theme, Building Communities — Bridging Continents.

Pakistan Project encourages literacy among girls

By Megan Ferringer

Rotary International News – 18 March 2011

Rotarians in Punjab, Pakistan, and Delaware, USA, are working together to educate girls in a poor village in Pakistan.

The Pakistan Project, a collaboration between the Rotary clubs of Lahore Mozang and Wilmington, aims to build understanding and relationships between the two countries while promoting education and literacy among Pakistani girls.

Low income and local traditions have combined to create an imbalance in the enrollment of boys and girls in school throughout Pakistan. In the Punjab Province, only 20 percent of girls attend school.

The most recent initiative under the project involves supporting the Ghazali School, founded in 2001 by Lubna Javed, then president of the Lahore Mozang club. It has since been renamed the Unity School to mark the club's partnership with the Wilmington club.

Located in a low-income area of Lahore, the Unity School fills with nearly 240 students each day – 100 of whom are girls. The Lahore Mazong club subsidizes some of the cost, but the bulk of funding comes from tuition from students' families.

"The need for funding for the education of girls from impoverished and low-income families is significant," says Almas Jovindah, past president of the Lahore Mozang club and chair of the Pakistani side of the project. "Education has always been a passion for our club."

Money for scholarships

The Wilmington club began raising funds to provide scholarships in September. According to Kathleen Meyer, chair of the U.S. side of the project, one year's tuition for a single student is US\$150. The club's goal was to provide a five-year scholarship to as many female students as possible.

After six months, the club had raised \$23,000 to cover schooling costs for nearly 30 girls for five years. The club raised an additional \$5,000 to add a girls' sixth-grade class.

Twelve delegates from the Wilmington club recently completed a 10-day trip to Lahore to meet with members of the Lahore Mozang club and observe their work in promoting education and literacy across Pakistan. In addition to establishing the Unity School 10 years ago, the Lahore Mozang club has helped educate more than 3,000 people by arranging literacy centers throughout the city.

"My friends visiting from Wilmington came to see the school and were overwhelmed with emotions after meeting the students," says Jovindah. "We are lucky and privileged, but we don't always realize that until you can see the difference you've made, in person."

Meyer says the club's next challenge will be raising funds to expand the school with four additional grades.

"Ten years ago, nobody knew about the school, and it started with one class and one teacher," says Javed. "One visit from the Wilmington delegates not only had a remarkable effect on motivating more children to get enrolled in the school but also brought a fresh

Rotary News & Updates: Content for your District or Club Newsletter

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wave of understanding between the people of America and Pakistan.”

For more information:

Download the Every School a Star literacy tool kit (PDF)

Order Rotary Video Magazine 5.1, videos with a focus on education, for your next club or district presentation on literacy projects

Use ProjectLINK to find literacy efforts in need of funding

Historic Moments: Origins of Group Study Exchange

By Susan Hanf and Lauren Kalal
Rotary International News – 16 March 2011

In January 1964, the RI Board of Directors and The Rotary Foundation Board of Trustees approved Group Study Exchange as an official Rotary program. Thirty-four teams from 17 pairs of districts participated in the first round of exchanges during the 1965-66 and 1966-67 Rotary years.

But young people had been traveling the globe with support from Rotary clubs well before this decision. In 1950, six young men from England went to New Zealand, led by English Rotarian Geoff Morton and financed by clubs in Yorkshire. They traveled the country, staying with Rotarians along the way.

Rotarian Ralph Vernon proposed a similar endeavor in 1955 to clubs in northern New Zealand, who wanted to commemorate Rotary's golden anniversary with a districtwide effort. District 39 (now districts 9910, 9920, 9930, and 9940) created the Rotary Overseas Travel Award program, and John Ledgerwood, of the Rotary Club of Hamilton, led the first team on a trip to Great Britain.

The program was so successful that district leaders in New Zealand

decided to continue it after the anniversary celebrations had ended. Over the next few years, teams from New Zealand traveled to Canada, India, Japan, Sri Lanka, and the United States. New Zealand Rotarians welcomed visitors from these countries as well as from Pakistan.

In the early 1960s, the Trustees began considering programs for non-Rotarians that would promote international goodwill and understanding. One plan was for small groups of young business and professional men to travel from one Rotary district to a district in another country.

Harold T. Thomas, a New Zealand Rotarian who served as RI president in 1959-60, shared information about the Rotary Overseas Travel Award with the Trustees. Soon after the Board and Trustees approved Group Study Exchange, Vernon and other Rotarians with experience in group exchanges and vocational training were invited to finalize the details of the new Foundation program.

In the nearly five decades since, more than 70,000 young men and women have traveled the globe as part of Group Study Exchange teams.

For more information:

See Rotary History and Archives
Visit the Rotary Global History Fellowship website

Your Voice, Your Solution for making up meetings online

Rotary International News – 1 April 2011

Rotary e-clubs have been an official part of Rotary International since 1 July, after a six-year pilot project.

Many of your club's members travel frequently for their job and miss the weekly meeting.

They put a lot of effort into making up missed meetings, but they overlook one helpful option: attending an e-club meeting.

Rotary e-clubs have been an official part of Rotary International since 1 July, after a six-year pilot project. Many e-clubs have links on their websites explaining how to make up a missed club meeting.

How do you convince members that attending an e-club meeting is worth their time?

Rotary International's monthly problem-solving forum asks Rotarians for their strategies to address the challenges they deal with every day. Please use the comments section below to share your solutions to this month's problem. Comments may be used in abbreviated form in other RI publications, including the Rotary E-Learning Center.

Here is a listing of eClubs.

England—Rotary E-Club of London Centenary
Finland—Rotary E-Club Verkkorotary.fi (Finnish)
India—Rotary E-Club of District 3150
Singapore—Rotary E-Club 3310
Hong Kong—Rotary E-Club of District 3450
Taiwan—Rotary E-Club of Taiwan (Chinese)
Latin America—Rotary E-Club of Latinoamérica (Spanish)
Brazil—Rotary E-Club of District 4500 (Portuguese)
USA—Rotary E-Club of District 5450
USA—Rotary E-Club of the Southwest, USA
USA—Rotary E-Club of District 7150 NY 1
USA—Rotary E-Club of District 7890
USA—Rotary E-Club of Southeast USA and Caribbean
USA—Rotary E-Club of District 7210
South Africa—Rotary E-Club of South Africa D9270

International Fellowship of
Rotary Editors and
Publishers



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www.ifreps.com and join
us—Rotary Bulletin—on
Yahoo Groups.

PEN Publication Schedule

Published Date	Deadline for Submissions	Focus
July 11		Happy New Year
August 9	August 6	Membership/Extension
September 11	September 8	New Generations
October 11	October 8	Vocational Service
November 9	November 6	Foundation
December 11	December 8	Family/Technology
January 9	January 6	Rotary Awareness
February 11	February 8	World Understanding
March 11	March 8	Literacy
April 9	April 6	Water & Magazine
May 9	May 6	Public Image
June 11	June 8	Rotary Fellowships

The importance of our magazines

Not too long ago, the telegram was the way to communicate internationally. The telegram was replaced by the telex machine, which was followed by the facsimile. Now the Internet is the way of daily communication. Yet newspapers, books, and magazines are difficult to replace.

The Rotarian is our official magazine and a good source of information. We can read about Board decisions, upcoming events, possible changes within the administration, and projects from all over the world. According to our Manual of Procedure, the purpose of the official magazine shall be to serve as a medium to assist the Board in furthering the purpose of RI and the Object of Rotary.

Our official magazine is surrounded by 30 regional magazines, from Rotary Down Under to Rotary Norden and from El Rotario de Chile to The Rotary-No-Tomo. In addition to printing some of the same contents as our official magazine, these magazines bring a local touch to the reader. This is essential in light of the internationality of our organization.

The printed press is today threatened by a world getting more and more digital – a development we cannot halt. Today we have more and more conference calls, but these can never totally take over face-to-face meetings. In the same way, it is my hope that the printed press will still remain and the digital world will be complementary to it.

There is something very special in holding a book or a magazine in the hands. May therefore the Rotary magazines never disappear into cyberspace for good – the printed word is needed today and in the future just as it has been in the past.

Carl-Wilhelm Stenhammar
Foundation Trustee Chair