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5 Tips to Make your Website Shine

By Antoinette Tuscano Rotary International News – 15 December 2010

You only get one chance to make a good first impression.

Your club's website can be that opportunity and a good way to share information with local Rotarians.

Here are a few tips that can make your site more user friendly, no matter what type of web platform you're using.

1. Build your website with public relations in mind. Consider these questions:

Who is your target audience? Your club members are an important target audience. But so is the community, including donors, potential members, and other organizations who may partner with your club on upcoming projects. Visiting Rotarians looking to make up meetings are yet another audience.

What are the objectives of your website?

What should a visitor expect from your site?

2. Provide accurate contact information. Make sure prospective members have an easy way to express interest in your club and learn about joining. Provide more than one method for reaching the club, such as a phone number and an e-mail address.

3. Keep all your information current. Update your meeting place and time as well as the calendar of events and list of speakers frequently. Feature the current year's RI theme logo. (Or use just the Rotary emblem, which supports better brand identity and is easier to maintain.)

Share the task of updating content with club members. "One of the challenges many clubs face is that a single person is responsible for the website, and that person becomes a gatekeeper, usually unintentionally," says Dave Bittner, of the Rotary Club of Columbia-Patuxent, Maryland, USA. "By having a website that allows every club member to contribute, you don't have a single gatekeeper, and the site ends up being much more active."

4. Clearly identify your club. In all electronic communications, readers should immediately recognize who is publishing the material.

Include the name of your club and location on the front page.

Use the Rotary emblem correctly. Download RI's free logos. Provide clear and complete information on where and when your club meets.

Richard Lalley, of the Rotary Club of Winnetka-Northfield, Illinois, USA, suggests including a link to an easy-to-use interactive map (e.g., Google, Yahoo, MapQuest) for your meeting location. Make sure it gives accurate directions.

5. Keep your design clean and simple with one consistent navigation scheme throughout the site. Tap into members' knowledge of web development and design. However, don't rely too heavily on one expert who might create a site that only he or she can maintain. Keep colors and font sizes to a minimum.

"The guiding principle in any design is clean simplicity," says Jim Adlhoch, of the Rotary Club of Woodland Hills, California, USA. "It speaks volumes to the professionalism of any publication, which includes websites."

Adlhoch, Bittner, and Lalley served as panelists in October for RI webinars about club website best practices. The webinar will be held in Spanish and Portuguese in March. Listen to recordings from the webinars.

In addition, RI is offering a free webinar in February on how to use social media to promote clubs and districts.

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Message from President Ray Klingensmith

January 2011

Test Time!

We are at the halfway point in this Rotary year, and now is the time to test the strengths and weaknesses of our clubs. Perhaps a strange idea for some Rotarians, but how else will we learn how the activities and programs of our respective clubs match up to those of other clubs in our districts – and around the world? Therefore, I encourage all Rotarians – not only the club officers – to become involved in evaluating their clubs during the month of January.

The Presidential Citation program for 2010-11 has been designed as a score sheet for all the Avenues of Service. It also is a checklist for many of the activities and programs conducted by most clubs. Club presidents are required to complete the score sheets and submit them to their district governors by 31 March 2011 for their clubs to be eligible for the Presidential

Citation awards. The scores should be shared with all club members either as written reports or as presentations at club meetings.

Starting work on the Presidential Citation test in January will provide an opportunity to correct any discovered deficiencies in club activities before the submission deadline of 31 March. It also will cause the club leaders to notice that a new Presidential Citation with Distinction award is available this year for clubs with a good balance of activities in all Avenues of Service.

This year I am recommending that all clubs review their practices and procedures to see if they are truly best practices or merely traditional practices. Annual evaluations of our clubs are certainly best practices, and more Rotarians than usual need to be involved in the evaluations for their clubs. The Presidential Citation score sheets are a good place to start the process. How else will we know if our



clubs really are becoming Bigger, Better, and Bolder?

Ray Klingensmith
President, Rotary
International

“This year I am recommending that all clubs review their practices and procedures to see if they are truly best practices or merely traditional practices.”

Monthly Focus—Rotary Awareness—Around the Rotary World

Project technology: Mosquito nets

If your club is interested in undertaking a health-related project, consider learning more about mosquito nets. Mosquito nets provide a safe, affordable, and effective form of disease prevention. They are designed to protect individuals from disease-carrying mosquitoes by creating a barrier that these insects cannot permeate. There are several types of mosquito nets. Insecticide-treated nets, for example, not only protect the individuals who are covered but also kill mosquitoes in the process, benefiting the community at large. While mosquito nets can be used in many situations, they are generally used at night, as mosquitoes tend to be more prevalent at dawn and dusk. The duration of use for these nets varies. Some types must be treated with insecticide frequently to maintain their effectiveness; others last four to five years without needing to be re-treated. Although nets can sell for as little as US\$10, many people at risk for malaria and other diseases transmitted by mosquitoes cannot afford these simple preventive measures. Disease prevention campaigns such as Nothing But Nets, launched by the United Nations Foundation in 2006, have raised awareness and donated millions of mosquito nets to protect at-risk communities around the world.

World Community Service and Rotary Volunteers Programs Update

The RI Board agreed at its No-

vember meeting to phase out the World Community Service and Rotary Volunteers programs, effective 30 June 2011. This decision was made in light of the priorities of the revised RI Strategic Plan and the need for an overall shift in how Rotary International administers its programs, moving to a “resource and support” model. The goal of the new model is to expand resources in a way that helps clubs connect and partner with greater ease, leading to an increase in the number and scope of significant international service projects.

RI staff will be developing and enhancing resources to foster connections for international service projects, fellowship visits, and international volunteer opportunities. This will include augmenting the current Rotary Friendship Exchange program.

Developments will be shared on the RI website and with Rotarians appointed to serve in 2011-12 district leadership positions.

Start with Water

The Water and Sanitation Rotarian Action Group (WASRAG) has announced the launch of Start with Water: A Global Leadership Initiative for Safe Water. The new initiative provides resources including map-based listings of projects, a tool to help clubs connect, technical support, such as an Ask an Expert forum; and “endorsed” projects, which are developed by regional teams and based on rigorous planning to improve sustainability.

Bringing new life to Sierra Leone

By Dan Nixon

Rotary International News – 20 December 2010

For the Rotary Club of Fishers, Indiana, USA, it wasn't difficult to decide where and how to help the global community become a better place.

“Sierra Leone is [near] the bottom of the list of needy countries,” says Fishers Rotarian Thomas Branum Jr. “One of our members had been to Sierra Leone and said this could be a place where we could do something really well.”

One in five children in the West African nation die before age 5, according to UNICEF, many from waterborne diseases such as cholera, diarrhea, hepatitis A, and typhoid fever. In 2009, the Fishers club began a project that resulted one year later in the installation of 14 wells, changing the lives of 10,000 people.

First large global grant

But the club wasn't content to stop there. It joined with the Rotary Club of Freetown, Sierra Leone, in proposing a project that was awarded the first Foundation global grant greater than \$100,000. The \$122,673 grant, combined with District 6560 (Indiana) DDF and funding from 11 Indiana clubs and one in Sierra Leone, yielded a total project budget of \$303,517. The project, which is aligned with the Future Vision Plan's water and sanitation area of focus, is moving ahead to install 71 more wells serving as many as 71,000 people in rural communities.

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Monthly Focus—Rotary Awareness

(Continued from page 3)

Three clubs in Sierra Leone and World Hope International, a nongovernmental organization, have committed to ensuring the long-term sustainability of the project after the project's completion. Local Rotarians are helping to choose locations for the wells, monitor the wells' effectiveness after installation, and form community committees to maintain the wells on an ongoing basis.

The Fishers club is overseeing the project's progress, including financial management.

Making a difference

"These wells are very effective and they are sealed, so there's no contamination," says Christopher Forster, a member of the Rotary Club of Freetown, Sierra Leone. "In Sierra Leone, 40 percent of all out-patient visits are water-related. So [by] giving clean water, you are really making a difference in people's lives."

The project has drawn the attention of the media, general public, and highest level of government in Sierra Leone.

"With the contribution of water wells from Rotary International, Sierra Leone will go a long way in providing safe, clean water and healthy living for people," says the nation's president, Ernest Bai Koroma.

Immunization campaigns move ahead in Congo Republic

By Dan Nixon
Rotary International News – 17 December 2010

Rotarians in the Republic of the Congo are stepping up their ef-

forts to help stop the recent outbreak of wild poliovirus in their country.

The national PolioPlus committee has produced more than US\$100,000 worth of posters, pamphlets, banners, T-shirts, and other materials to help mobilize public support for eradicating the disease.

At least 179 people have died in the outbreak, with 476 cases of acute flaccid paralysis (AFP) reported as of 7 December. Most of the cases involve young people between ages 15 and 29 and have occurred in the city of Pointe-Noire. To date, 12 of the AFP cases have been confirmed as polio.

Georges Moyon, the nation's health minister, says the Rotarians' support was well targeted and timely. "All you have offered, Pointe-Noire has lacked," he says. "The weakness is a lack of social mobilization."

Rotary International and its partners in the Global Polio Eradication Initiative – the World Health Organization, UNICEF, and the U.S. Centers for Disease Control and Prevention – are responding strategically to the outbreak. Rotary has provided a total of \$500,000 in emergency grants to WHO and UNICEF for immediate polio immunization efforts throughout the country.

The outbreak is due to imported poliovirus that is related to the virus circulating in Angola. The Congo Republic recorded its last case of indigenous polio in 2000, and urgent action is required by government and partner agencies to again make the

country polio-free.

"Polio outbreaks highlight our global vulnerability to infectious disease," says Dr. Robert Scott, chair of Rotary's International PolioPlus Committee. "It reinforces the fact that polio 'control' is not an option, and only successful eradication will stop the disease."

The Congo Republic carried out National Immunization Days (NIDs) in November and early December, and NIDs are scheduled again for 11 January.

"Every man, every woman, every child will be immunized irrespective of their past immunization status," says Dr. Luis Sambo, WHO regional director for Africa. "This way we can be assured that everybody is reached, including young adults, whose immunity may be low."

Outbreaks of imported polio cases are not uncommon during eradication efforts, underscoring the critical need to stop transmission of the virus in the remaining polio-endemic countries: Afghanistan, India, Nigeria, and Pakistan.

"Our experience shows that where polio transmission has been stopped before, it can be stopped again," Scott says. "A fast, large-scale, high-quality immunization response using the new tools at hand, along with strong surveillance, is absolutely critical."

News and Tidbits from Rotary International

Learn how to help promote your club and register now for a free social media webinar

Rotary International News – 6 January 2011

Are you interested in attracting new members and letting the community know more about your Rotary club? Then attend Rotary International's free 60-minute webinar in February called "Using Social Media to Promote Your Club or District."

During the webinar, Rotarian panelists will offer information and ideas on effectively using social media sites such as Facebook, Twitter, and LinkedIn, and will discuss how to integrate social media into a communications plan. They will not cover how to create a social media account.

The webinar will be held twice: Wednesday, 2 February, at 10 a.m. CST, which is 4 p.m. GMT; and Wednesday, 9 February, at 6 p.m. CST, which is midnight GMT, 10 February. Click on "Show time in my time zone" when you register to determine the date and time for your area. (Please check for your local time.) The webinars will be held in English only. All atten-

dees will be muted during the sessions.

Register now by visiting http://www.rotary.org/en/MediaAndNews/Multimedia/Announcements/Pages/11jan5_annnc_social_media_webinar.aspx

Register for 2 February

Register for 9 February (Note: Registration is in GMT, and the time of the webinar is midnight GMT, 10 February.)

After you register, you will receive an e-mail confirming your registration, along with the information you need to join the webinar.

System requirements

PC-based attendees
Required: Windows® 7, Vista, XP or 2003 Server

Macintosh®-based attendees
Required: Mac OS® X 10.4.11 (Tiger®) or newer

Free webinar can help you be a better trainer

Rotary International News – 4 January 2011

Have you been asked to train at a presidents-elect training seminar (PETS) and want some

quick and easy best practices? If so, plan on attending the one-hour webinar "Trainers ... Are You Ready?" (English only). A panel of Rotarians from different countries will discuss

- Making your session interactive and exciting
- Managing your time
- Training challenging participants
- Navigating the RI website for training information

Attendees will be able to ask questions by typing them into the question feature. The webinar will be recorded, and a summary will be e-mailed afterward.

Sessions are listed in Greenwich Mean Time (GMT). When you register, click on "Show time in my time zone" to determine the date and time for your area.

Register now by visiting http://www.rotary.org/en/Members/Training/Announcements/Pages/110104_announce_trainerswebinar.aspx

3 February, 9-10 p.m.

10 February, 4-5 p.m.

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





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	Rotary Magazine
May 9	May 6	Public Image
June 11	June 8	Rotary Fellowships

Message from the Foundation Chair—Raising Awareness of the Rotary Foundation

Awareness is an important part of The Rotary Foundation's work. It is important that members are aware of The Rotary Foundation Goals 2010-11: polio eradication; the Future Vision Plan; Every Rotarian, Every Year; and the Permanent Fund.

We must also be aware of the Rotary Centers Major Gifts Initiative in support of our Rotary Centers for International Studies in peace and conflict resolution and our USD 200 Million Challenge.

It is important to know that we are 1.2 million Rotarians in approximately 200 countries or geographical regions. Also that we are divided

in geographical zones, each of which has one or more regional Rotary Foundation coordinators, assistant regional Rotary Foundation coordinators, and Rotary Foundation alumni coordinators. Furthermore, that The Rotary Foundation finances are totally separate from those of Rotary International and that The Rotary Foundation has its own board of 15 Trustees, headed by a trustee chair. And there are seven regional offices in Argentina, Australia, Brazil, India, Japan, Korea, and Switzerland. Together with the headquarters in the United States, they are available to serve not only Rotary International but also The Ro-

tary Foundation.

Another part of The Rotary Foundation awareness is the sharing of information outside our organization. We are a group of leaders with a superb network. It is time for us to let the world know about all good things that we have accomplished over so many years. Rotarians have the opportunity to create – and must create – awareness regarding world problems and how they can be solved by Building Communities – Bridging Continents through Service Above Self.

Carl-Wilhelm Stenhammar
Foundation Trustee Chair