



Officers and Directors:

- Chair - Robert Somerville
- Immediate Past Chair - Jesse Tanchanco
- Newsletter Editor - Janie Carlisle
- Directors - Douglas Maymon, Robin Chapple, Sanjay Agarwal, Janie Carlisle
- Chair-Elect -
- Treasurer - Madhumita Bishnu
- Database Maintenance - Robin Chapple
- Website Developer—Robert Somerville

Volume 7, Issue 11
May 2011



Rotary International
President:
Ray Klingensmith

INTERNATIONAL FELLOWSHIP OF ROTARY EDITORS AND PUBLISHERS

Rotary PEN

From the Fellowships Committee Chairman

As we all prepare to attend the RI Convention in New Orleans, the Fellowships Committee would like to apprise you of several important items.

First, RI Fellowships will have a general booth in the Hall of Friendship, commencing on May 21, for the benefit of all fellowships, especially those that do not have their own booth. The General Fellowships booth will be run by the Fellowships Committee of Stephen Leonard, chairman, Stella Russell and John Steven, and they would appreciate having representatives of the fellowships give some time to help man the booth. If you or any of your members can assist, please advise Steve in advance by email steve.leonard@comcast.net or cell phone: 1 317 730-3722.

–Second, all Fellowships are welcome to provide promotional material for distribution at the General Fellowships' booth.

–Third, the Fellowships Annual General Meeting will be held in Room 384 of the Convention Center on Tuesday, May 24, from 13.30 to 15.00. All Fellowships should be represented at the AGM and in particular we would like to see representatives of the new Fellowships - the Fellowship of Authors & Writers and the Italian Culture Worldwide Fellowship. All Fellowships present at the AGM will have the opportunity to address the meeting on matters concerning Fellowships in general and their own Fellowship in particular, but we do ask that statements be brief and to the point. We will be glad to entertain any matters of concern that need to be discussed.

–Finally, don't forget that you have the opportunity to promote your Fellowship in the Fellowships Newsletter, The Advancer. To keep the document to a reasonable size, we request that you limit your input to one photo and no more than 300 words. Please submit articles by May 1 to Stella Russell at stella.russell@btconnect.com

We wish you fun and fellowship at the Convention and in your Fellowship activities during the year.

Yours in Rotary service,
RI Fellowships Committee
Steve Leonard, Chairman

Inside this issue:

Letter from RI President Klingensmith	2
Monthly Focus: Rotary Image	3
Monthly Focus: Rotary Image	4
News & Tidbits from Rotary World	5
Rotarians at Work Day	8

Message from President Ray Klingensmith

May 2011

Show and Tell

“...annual conventions provide an opportunity for several clubs, districts, and multidistrict organizations to display their projects in an effective way...”

My wife, Judie, was a kindergarten teacher for many years, and she often told stories about her “show and tell” experiences, when each of her students was permitted to bring a favorite item to school, such as a pet or toy, and to tell the other children about it. There was always a sense of wonder as the children learned about their classmate’s prized possession.

Rotarians often share that same sense of wonder as they learn about the amazing service projects conducted by other Rotary clubs. In fact, there are so many Rotary service projects performed by our 33,000-plus clubs that it is truly impossible for anyone to track them. Many of them go unknown and unrecognized, except to

their sponsor clubs, but the totality of such Rotary projects is clearly making the world a better place.

It is unfortunate that we cannot have a giant “show and tell” event where every club could tell the world what it does. We have grown much too large for us to even share the news of our countless service projects with our other clubs. However, the annual conventions provide an opportunity for several clubs, districts, and multidistrict organizations to display their projects in an effective way, and this month’s RI Convention in New Orleans will feature many outstanding projects in the House of Friendship.

The New Orleans convention will be a wonderful Rotary event, and I encourage all registrants to spend as much time as possible in the House of Friendship to meet new friends from around the world, to see the displays of Rotary projects, and to enjoy some great entertainment on the two stages. It will open on Saturday morning



and be open for more hours than usual during the convention. And for those who cannot attend for more than one day, there is a new Saturday-only pass for \$40 per person to sample the House of Friendship!

The convention also will give me a personal “show and tell” opportunity. I can show the base of a pillar, located in the convention center, that supports the giant highway bridge over the Mississippi River. It is the same bridge under which I sailed on a Lykes Line freighter on my way to the University of Cape Town as a Rotary Scholar 50 years ago. And I can, and happily will, tell everyone that it was a Rotary trip that has lasted a lifetime!

Ray Klingensmith
President, Rotary
International

Monthly Focus—Rotary Image

District provides global grant scholar with a world of opportunity

Dan Nixon

Rotary International News – 6 May 2011

Jessica Clendenning wants to make life better for people in poor communities by sharing best practices for sustainable development. A Rotary Foundation Global Grant scholarship sponsored by District 6150 (Arkansas, USA) is helping her realize that goal.

Clendenning is earning her master's in development studies at the Erasmus University International Institute of Social Studies in Rotterdam, the Netherlands.

"This program will enable me to learn about the challenges communities face at local and regional levels, as well as the challenges to sustainable development from social, economic, and political perspectives," she says. "I will learn how to initiate better infrastructure for social, health, and educational needs."

Clendenning's scholarship is also supporting her work toward an advanced certificate in disaster risk reduction at École Polytechnique Fédérale de Lausanne in Switzerland. Disaster risk reduction involves identifying ways to lessen the effects of climate- and water-related hazards in communities. In November, she traveled to India for a group project, helping to protect water resources and safeguard livelihoods in an area recovering from the 2004 tsunami.

"These courses combine to give me strong training in sustainable community development," she says. "I will be able to use both courses to advance my studies, research, and future skills in devel-

opment work."

Her global grant scholarship supports the economic and community development area of focus under the Foundation's Future Vision Plan. It is the first of three global grant scholarships sponsored by District 6150.

Clendenning previously worked



Jessica Clendenning (right) visits a dairy farm in the Netherlands with a group of students studying the environment and rural livelihoods. *Photo courtesy of Jessica Clendenning*

for Heifer International, which the district has partnered with in a program to help feed orphans. She had originally applied for an Ambassadorial Scholarship, before the district began participating in the Future Vision pilot, says Robert Warner, a past district governor and chair of the district's Rotary Foundation committee. Because of her "passion for giving back, and our long-standing relationship with Heifer International, we felt Jessica was an ideal candidate to be our first global grant scholar," he says.

Warner says the district's preparation for the pilot helped lay the groundwork for the global grant scholarships. "Our governor, governor-elect, and I met with our scholarship committee to explain the six areas of focus and other requirements," he says. "Also, a five-person team held six grant management seminars around the dis-

trict and asked every club to send two members to the seminars." This helped all of the district's 41 clubs to meet qualification and stewardship requirements, he says.

A good working relationship with District 1600, the host district in the Netherlands, was instrumental in providing Clendenning with a positive and smooth scholarship experience, especially in arranging a host counselor and club, Warner explains.

"Many of the same promotional strategies for Ambassadorial Scholarships can be used for global grant scholarship applicants," says Warner, who advises districts to get an early start and work hard to find qualified candidates. The scholarships cover most expenses and fund graduate-level study, he adds, which are "true advantages for the student to gain education to really make a difference." The grant minimum is \$30,000, but scholarship funding is based on the district's financial resources and the students' needs.

Rotary and Aga Khan University announce strategic partnership

By Arnold R. Grahl

Rotary International News – 5 May 2011

The Rotary Foundation Trustees have reached an agreement with Aga Khan University to form a strategic partnership under the Foundation's Future Vision Plan.

The private, nonsectarian university promotes human welfare and development through research, teaching, and community service. It is the second strategic partner un-

(Continued on page 4)

Monthly Focus—Rotary Image

(Continued from page 3)

der the Future Vision Plan. In mid-April, the Trustees reached an agreement with Oikocredit, a Netherlands-based cooperative financial institution that supports socially responsible investing.

Through the partnership with Aga Khan University, the Foundation will offer packaged grants for Rotary clubs and districts to establish vocational training teams. The teams will enhance the clinical and administrative skills of health educators at the university's campuses in Kenya, Tanzania, and Uganda.

Team members will also work with local Rotary clubs and the university to carry out service projects related to the training. Rotary grants will fund nursing and midwifery

scholarships at the three campuses for students selected and mentored by District 9200 (Eritrea; Ethiopia; Kenya; Tanzania; Uganda).

"Our Rotary clubs in East Africa are eager to partner with the top-notch professionals at Aga Khan University to help ensure that mothers and their infants receive the best health care possible," says RI Director Samuel F. Owori, of Kampala, Uganda. "This partnership represents an immense contribution to the health and well-

being of families throughout our region."

Foundation Trustee Chair Carl-Wilhelm Stenhammar adds that the partnership "is an important step toward meeting the United Nations Millennium Development



Aga Khan University's Advanced Nursing Studies programmes ensure that nurses and midwives are able to advance their skills and knowledge as well as their career opportunities. *Photo by Jean-Luc Rey*

Goals for maternal and child health."

The UN Millennium Goals call for a 75 percent reduction in the maternal mortality ratio – and a 66 percent reduction in the mortality rate of children under five – by 2015.

According to the United Nations, developing countries account for 99 percent of the more than 350,000 women who die each year from complications during pregnancy or childbirth. In sub-Saharan Africa, 1 in 30 women is

at risk, compared with 1 in 5,600 in developed countries. The region also records the highest child mortality rates, with one in seven children dying before age five.

What does Aga Khan University offer Rotary?

Chartered in 1983 in Pakistan, Aga Khan University operates facilities in eight countries, including teaching hospitals, nursing schools, medical colleges and teach training institutes. The university's curricula reflect the unique needs of the communities and countries where its schools operate, so that students and graduates can immediately apply their training where it will have the most impact.

Rotary Foundation Global Grants support large, international projects with sustainable, high-impact outcomes in Rotary's areas of focus. Packaged global grants developed by the Foundation and Aga Khan align with the area of maternal and child health. Because the administrative work of designing the project and finding a cooperating organization has already been done, Rotary clubs and districts can focus on identifying beneficiaries, providing technical expertise or direct service, and publicizing the project.

One hundred districts are participating in the Future Vision pilot, a three-year test of the Foundation's streamlined grant structure, which began 1 July. All districts will begin using the model on 1 July 2013.

Information on how pilot clubs and districts can apply for packaged global grants to work with either Aga Khan or Oikocredit will be available soon at www.rotary.org.

News and Tidbits from Rotary International

Donor recognition totals

Rotary International News – 26 April 2011

With the important contributions of these generous donors, The Rotary Foundation is fulfilling its promise of creating a polio-free world, helping children and families live healthier lives through Rotary's Humanitarian Grants Program, and educating young people about cultures worldwide. Rotary World Peace Fellows are engaging in the study of peace building, which may allow them to participate in resolution efforts in some of the world's most challenging situations.

Below are totals as of 31 March 2011. Learn more about the individual recognition that these donors receive.

Arch C. Klumph Society members – 304

Major Donors – 13,548

Bequest Society – 7,522

Benefactors – 85,311

Paul Harris Fellows – 1,274,780

Past RI Director Greene dies

Rotary International News – 21 April 2011

Samuel L. Greene, who served as 1999-2001 RI director, died on 15 April.

A Rotarian since 1957, Greene was a member of the Rotary Club of Westlake Village, California, USA. In addition to serving as RI director, he was district governor in 1990-91 and Council on Legislation representative.

He received the RI Service Above Self Award and The Rotary Foundation Citation for Meritorious Service.

Greene was president and owner of S.L. Greene Associates, an international consulting firm, and served as president of Terminal Data Sales Corporation. He was a member of the National Micrographics Association and a scoutmaster and local director for the Boy Scouts of America.

A memorial service will be held at 2 p.m. on 25 April at the Westlake Village United Methodist Church, 1049 S. Westlake Blvd.

Greene is survived by his daughters, Barbara and Amy, and his son, Jeffrey. Condolences may be sent to the family at 2328 Highgate Road, Westlake Village, CA 91361 USA.

In lieu of flowers, the family requests that memorial contributions be made to The Rotary Foundation's Annual Programs Fund in honor of Greene.

Gifts may also be made to Susan G. Komen for the Cure, Attn: Donor Services, P.O. Box 650309, Dallas, TX 75265-0309 USA.

Five ways to strengthen your club

By Arnold R. Grahl

Rotary International News – 26 April 2011

Strengthening your club can be easy. Every Rotarian is capable of taking a few simple steps -- such as picking up the phone and inviting a friend or colleague to a meeting -- to help improve member recruitment and retention, a priority of the RI Strategic Plan.

Mark Mann, president of the Rotary Club of Bricktown Oklahoma City, Oklahoma, USA, is a firm believer in that philosophy. As an assistant to a politician in Oklahoma, Mann had been to plenty of civic group meetings, but joining a Rotary club was the furthest thing from his mind -- until a friend invited him. Mann soon discovered that the club wasn't like other groups.

"I tried it out for a couple of weeks and decided it was a good fit for me," says Mann, who joined

(Continued on page 6)

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

(Continued from page 5)

Rotary in 2004. "I've been here ever since."

We asked Rotary coordinators for a few simple ways that Rotarians can strengthen their clubs. Their suggestions include:

1. Take a survey of club members to determine what the club does well, what it could do better, and what else it could be doing. Schedule a board meeting to discuss the results and determine a plan of action.

2. Design your club website with public relations in mind. Take advantage of the best practices in web design. Make sure you provide accurate information, with your club's name and meeting time and place prominently displayed on the home page. Ask yourself: Does this website help visitors understand Rotary?

3. Plan at least one project each year that reaches beyond anything your club has done before. Be sure to publicize your event in local media. Join with other clubs in your district and apply for an RI Public Relations Grant to promote Rotary on a larger scale.

4. Use RI resources to create a long-term vision for your club. A strategic plan provides a framework for setting goals and ensures continuity. It can also help your club increase membership, enhance Rotary's public image, and carry out more effective projects.

5. Pick up the phone and invite a friend, colleague, client, or service provider to a meeting. Many people join Rotary only after seeing firsthand the spirit of fellowship at club meetings and the commitment to community service.

Other resources:

How to Get Involved in Rotary e-learning module

Support and Strengthen Clubs e-learning module

Download the Be a Vibrant Club: Your Club Leadership Plan (PDF) or order it from shop.rotary.org

Uppsala University in Sweden to host new Rotary Peace Center

By Arnold R. Grahl

Rotary International News – 27 April 2011

The Rotary Foundation Board of Trustees has selected Uppsala University in Uppsala, Sweden, to host a new Rotary Center for International Studies in peace and conflict resolution.

During their April meeting, the Trustees agreed to negotiate an agreement with Uppsala University to house the seventh Rotary Peace Center, which will join those in Asia, Australia, North America, South America, and the United Kingdom.

"We are excited about this new partnership with Uppsala University to take the Rotary Peace Centers program to the next level," says Foundation Trustee Chair Carl-Wilhelm Stenhammar. "We are confident that our Rotary Peace Fellow alumni, actively engaged in peace-building and conflict prevention and resolution around the world, will agree that partnering with Uppsala University to host a Rotary Peace Center is a winning strategy."

In 2009, the Trustees began a search for institutions that met the Foundation's requirements for a Rotary Peace Center. More than 100 received inquiries, and 5 received site visits between January and March.

Uppsala University has an established two-year master's program in peace and conflict studies and a research program led by a large, internationally recognized faculty. The Uppsala Conflict Data Program is a leader in the field and will provide future Rotary Peace Fellows with the opportunity to combine informed theory with data-driven field research. The university is home to the Dag Hammarskjöld Library for peace research.

The Trustees also approved an extension to the application deadline for Rotary Peace Fellowships starting in 2012. Candidates have until 15 August 2011 to apply. The first class of peace fellows at Uppsala will begin their studies in September 2012.

The Rotary Peace Centers program offers individuals the opportunity to pursue either a master's degree or certificate in studies related to peace and conflict resolution. Up to 110 fellowships are awarded annually. The existing centers are located at the University of Bradford, England; University of Queensland, Australia; International Christian University, Japan; Universidad del Salvador, Argentina; Duke University and University of North Carolina at Chapel Hill, USA; and Chulalongkorn University, Thailand, which offers a three-month certificate program.

More than 500 Rotary Peace Centers alumni worldwide are working with international organizations such as the World Bank, Organization of American States, and United Nations, as well as with local and national governments, nongovernmental organizations, and consulting firms.

The program receives support

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

(Continued from page 6)

from donations to the Rotary Peace Centers Major Gifts Initiative. Paul A. Netzel, chair of the initiative, says it has obtained US\$55.8 million in commitments, which surpasses the phase 1 goal of \$55 million.

"This is an important milestone for the Rotary Peace Centers and great timing, given the exciting announcement of the new center at Sweden's Uppsala University," says Netzel. "Now that we've reached \$55 million, we've set our sights on a goal of \$60 million by 30 June. We're well over halfway to our overall goal of \$95 million by 2015."

For more information: Learn more about how to apply

Order the Building Peace DVD

Read Four ways to promote Rotary Peace Centers

Rotary and Oikocredit launch strategic partnership

By Arnold R. Grahl

Rotary International News – 13 April 2011

"This strategic partnership with Oikocredit enables Rotary to work with a globally recognized leader in the field of microfinance in order to make a meaningful contribution to poverty reduction," said Foundation Trustee Chair Carl-Wilhelm Stenhammar. "It allows Rotary club members to directly contribute their valuable expertise and skills without administering the loans directly."

Individual Rotary clubs have worked successfully with Oikocredit partners in the past. In 2009, clubs in Kenya and the Netherlands received Foundation funding to upgrade dairy farms and establish training farms belonging to an Oikocredit-supported

milk cooperative near Nairobi. The result was an increase in the quality and quantity of milk production.

What does Oikocredit offer Rotary?

Oikocredit is a cooperative financial institution that offers loans or investment capital to microfinance institutions, cooperatives, fair trade organizations, and small- to medium-size enterprises in the developing world. Investors earn modest financial returns and the knowledge that their money is being used to fight poverty and promote fair trade in an environmentally responsible manner.

Founded in 1975, Oikocredit has US\$684 million (€480 million) invested in over 800 organizations in more than 70 countries, benefiting more than 20 million people through its microfinance partners.

"Knowledge and training are as important as financing," explained Tor G. Gull, Oikocredit's managing director. "Oikocredit's financing relationship with local entrepreneurs

means we also see the need to help them strengthen their capacity to develop further, both economically and socially. Rotary funding and expertise from volunteers will greatly facilitate this effort."

Rotary Foundation Global Grants support large, international projects with sustainable, high-impact outcomes in Rotary's areas of focus. Packaged global grants developed by the Foundation and Oikocredit align with the area of economic and community development. Because the administrative work of designing the project and finding a cooperating organization has already been done, Rotary clubs and districts can focus on identifying beneficiaries, providing technical expertise or direct service, and publicizing the project.

One hundred districts are participating in the Future Vision pilot, a three-year test of the Foundation's streamlined grant structure, which began 1 July. All districts will begin using the model on 1 July 2013.

Information on how pilot clubs and districts can apply for packaged global grants to work with microfinance institutions within the Oikocredit network will be available soon at www.rotary.org
Read more on the partnership on Oikocredit's website
Read more on Oikocredit, Rotary District 1590 and the Githunguri Dairy Farmers Cooperative
Visit the Future Vision Overview interactive training module
Learn more about global grants



A dairy cooperative in Githunguri, Kenya. In 2009, clubs in Kenya and the Netherlands received Foundation funding to upgrade dairy farms and provide vocational training for the Oikocredit-supported milk cooperative near Nairobi. Photo courtesy Oikocredit International

and microfinance organizations

International Fellowship of
Rotary Editors and
Publishers



Visit our website
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

Rotarians at Work Day

By Arnold R. Grahl

Rotary International News – 25 April 2011

The Rotary clubs of Truckee and Truckee Sunrise, California, USA, will be teaming up to build an exercise course for elementary school students on Rotarians At Work Day, 30 April.

Dozens of volunteers are expected to help create a looping path through the woods behind Truckee Elementary School. Steps and ramps will help students navigate between the course's two levels.

Started in 2006 by the late Bob Watson, past governor of District 5340 (California), Rotarians At Work Day happens the last Saturday in April each year and challenges clubs around the world to carry out hands-on service efforts in their community.

Watson hoped that by 2014, every

club and Rotarian would participate.

"We're really starting to see the impact of Rotarians At Work Day as more Rotary clubs around the world perform community service projects on the same day," says Pamela Russell, chair of the District 5340 Rotary Foundation Committee. "It provides a great opportunity to revitalize your club, attract new members, and generate publicity for Rotary."

Other projects planned for Rotarians At Work Day include:

The Rotary Club of Pôrto Alegre-Bom Fim, Rio Grande do Sul, Brazil, plans to collect fresh fruits and vegetables at a street market to give to patients with mental disabilities.

More than 65 members of the Rotary Club of Carson City, Nevada, USA, are expected to help tidy up the land-

scaping around the Brewery Arts Center, a community theater, media, and entertainment facility. Afterward, the club will celebrate with a barbecue.

Members of the Rotary Club of Hooghly, West Bengal, India, will visit the ophthalmology department of a hospital where the club is supporting an ongoing project to provide intraocular lens implants for people with cataracts.

The Rotary Club of Napanee, Ontario, Canada, will pick up garbage and recyclables from a 1-mile stretch of highway in the community.

Rotarians in District 9200 (Eritrea; Ethiopia; Kenya; Tanzania; Uganda), in conjunction with Rotarians for Fighting AIDS: A Rotarian Action Group, will be helping with HIV testing and counseling throughout the district.