

# President Frank's E-Express

JUNE 2001 ISSUE



## Message from President Frank

### The year of the proactive Rotarian

Almost one year ago, I challenged Rotarians to Create Awareness and Take Action. In response, you have made this the year of the “proactive Rotarian.” During the past 12 months, I have seen first-hand how hard Rotarians have worked to accomplish our many goals.

Through the 21st Century Membership Challenge, we are working diligently to reverse the membership decline of the last three years. With the help and guidance of 20 RI task forces, we have implemented thousands of projects worldwide that have enhanced our communities and reached out to those in need. We have forged important partnerships with organizations such as the United Nations, Wheelchairs for the World and Goodwill Industries.

I have presided over five presidential conferences held in Mexico City, Mexico; Miami, USA; Cape Town, South Africa; Manila, Philippines and Vienna, Austria. They have focused on topics ranging from urban concerns to membership issues. I have held conferences in Switzerland, India and Brazil that have addressed the complex issues of overpopulation and sustainable development. In April, the Council on Legislation held in Chicago made significant, historic and exciting decisions that will shape the future of Rotary. And this month, we will announce the winners of the 21st Century Membership Challenge at the RI Convention in San Antonio, Texas.

This year, we marched boldly into a new age of technology. Through the Internet, Rotarians can access information and countless resources. I am the first RI president to set up his own Web site (<http://www.frankdevlyn.org>) to enhance communication. Some features of my Web site include: a 21st Century Membership Challenge progress report, “Action Updates,” a discussion forum for district governors and online platforms for Rotarians. The RI Technology Task Force has recently created a resource called the Online Learning Center that offers about 30 online “courses” on the various programs of Rotary.

Also, this year, RI redesigned its Web site and offers new features and applications, ranging from the ability to update club information online to participating in “discussion rooms.” There

are links to new community sites in official languages. In the next Rotary year, we expect that Rotary clubs will be able to pay dues, register for conferences and make contributions to The Rotary Foundation—all online.

As we continue to move forward into the 21st century, we need to build on this strong foundation. We need to continue to work together to increase membership, enhance Rotary’s image, fight avoidable blindness, find jobs for the disabled, promote education for girls and women, continue the service opportunities with proactive task forces, and, most importantly, complete the noble priority of eradicating polio through our PolioPlus program.

I ask all Rotarians to join me in supporting 2001-02 President Rick King as he embarks on his journey of leadership and service. Rick has laid before all of us four challenges that I thoroughly support:

Grow our membership;

Enhance Rotary’s public image;

Ensure all Rotarians are excited about Rotary by being better informed;

Ensure every club is ready, willing and able to embrace service projects Rotary needs to complete.

I express my gratitude to the many Rotary leaders, task forces and committees who provided such outstanding leadership and guidance over the past year. I especially thank each individual Rotarian who has worked so diligently to Create Awareness and Take Action. Our projects have given life, vision and meaning to these words, providing hope to millions around the world. It has been an honor to serve with and for you.

A handwritten signature in black ink, appearing to read "Frank J. Devlyn".

Frank J. Devlyn  
RI President



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## By creating awareness, Rotary clubs increase their membership

Galvanized by RI President Frank J. Devlyn's challenge to "Create Awareness, Take Action," Rotary clubs in many locales have boosted Rotary's public image this Rotary year and achieved significant membership growth as a result.

Taking advantage of press coverage often available in a small town, the Rotary Club of Blowing Rock, North Carolina, USA, persuaded the local newspaper, with a readership of 3,000, to publish periodic profiles of club members, photographed in front of local landmarks or projects supported by the club. The series "provided our community with a better understanding of Rotary and the members who make our club successful" and resulted in six new members, says president E. Frank Fary, Jr.

With similar astuteness, the Rotary Club of Port Perry, Ontario, Canada, recruited a newspaper publisher as a member and provided both local newspapers and a cable television station with regular reports on Rotary activities. The appearance of 49 Rotary items in the media over a 10-month span brought about a membership increase from 26 to 34, a 20 percent increase in fundraising revenue, and increased public recognition, reports club president Dennis Bayley.

Unable to count on ample free coverage in their city, 40 members of the Rotary Club of Modesto Sunrise, California, USA, paid for a full-page club advertisement to run for three days in the 250,000-circulation Modesto Bee. The club placed another ad in the Chamber of Commerce newsletter. The attractive ads, which invited readers to contact the club for information, had the



intended result. The club grew from 93 members to 109.

A new fundraiser, "Taste at Kapolei," generated a feast of favorable media coverage for the Rotary Club of Kapolei, Hawaii, USA. Featuring food stations provided by top chefs, entertainment, and Rotary information, the aggressively publicized event drew some 2,000 people. Taste will become an annual "signature" happening for the community, says club president Keola Lloyd. And for the young Kapolei club, Taste's dessert is a growth in membership from 24 to 38.

With their 50th anniversaries as their focus, the Rotary clubs of Hicksville-Jericho, New York, and Bridgeport, West Virginia, USA, conducted major awareness campaigns in their respective communities. Extensive media coverage helped the Hicksville-Jericho club to induct four new members. Press coverage and a prominent billboard helped the Bridgeport club to add six new Rotarians, including its first women members.

Appealing service projects, including support for a food bank, garnered favorable newspaper and television attention for the Rotary Club of Clermond-Ferrand Chainé des Puys, France. The club also produced and circulated magazine supplements to advertise its service activities and club fellowship. Media interest coupled with invitations to join Rotary helped the club to induct seven members. The club sparked interest in Rotary "by speaking highly of the organization and letting its actions speak for themselves," said president Jacques Bachelerie.

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## Training launches New Models for Rotary Clubs Pilot Project

Thirty-five Rotarians representing 19 countries recently attended training at RI World Headquarters in Evanston, Illinois, USA, to serve as country representatives for the New Models for Rotary Clubs Pilot Project.

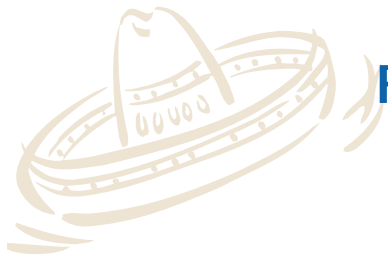
The New Models for Rotary Clubs is the first pilot project to be conducted as a result of a decision of the 2001 Council on Legislation which gives the RI Board the authority to conduct pilot projects as a method for investigating organizational change and is aimed at generating a tested new club model. The training was the first official step of the three-year pilot project in which participating clubs can develop constitutions that have substantially different parameters regarding club leadership, committee structures, membership, and attendance.

The team of pilot project country representatives, who recently received training, will support the 190 new model clubs that have been approved by the RI Board for participation in this

unique program. They will assist clubs with key aspects of the project such as developing a constitution and implementation plan. The country representatives will serve for three years and are responsible for monitoring the progress of the pilot project clubs and reporting their observations to the RI Board.

It is hoped that, through this pilot project, a new model for a Rotary club will emerge that will better meet the needs of the 21st century, be more attractive to younger professional and business leaders, and increase the effectiveness of clubs and future potential for membership growth and extension.

Recommendations will be submitted for consideration at the 2004 Council on Legislation based on the successful experiences of the new models pilot project clubs. The results of this important initiative will be presented at the 2005 RI Convention celebrating Rotary's centennial anniversary.



## For those who can't come to Texas, virtual convention is option



The inability to physically attend the RI Convention in San Antonio, Texas, USA, should not be an impediment to Rotarians looking to have fellowship and a meeting of minds with other Rotarians, because it will be possible to participate in this annual event virtually via RI President Frank J. Devlyn's Web site.

"This is the very first time that Rotary will have a 'Virtual Convention' that will enable Rotarians around the world to view Institute and Convention activities and proceedings soon after they occur throughout both events," said President Frank in a letter inviting all Rotarians who cannot come to San Antonio to register at his Web site. "Create Awareness about the Virtual Convention among your fellow Rotarians (and friends) by telling them about this Web site and then Take Action by having the information published in your weekly bulletin. We welcome your comments and hope that you will visit often during the coming weeks."

Though many sections are still under construction, the virtual convention Web pages allow Rotarians to register now. Those who wish to do so can register by going to President Devlyn's Web site at <http://www.frankdevlyn.org> and following a link to the online registration center. Scores of Rotarians, Rotaractors,

and those who describe themselves as visitors registered soon after word went out that there will be a virtual convention.

Cosmas C. Nwankwo of the Rotary Club of Port Harcourt, Nigeria, who registered after reading about the virtual convention on the RI Web site, said that the online meeting is a good innovation because it will enable more Rotarians to closely follow the proceedings of the San Antonio event. "There is still the need for Rotarians to physically meet but the virtual convention affords a greater opportunity for more Rotarians who cannot physically participate to [follow the] debate at the plenary sessions," he commented.

When fully functional on 22 June, the virtual convention Web pages will feature a newsroom with updates from the Convention and Institute, a communication hub, the official Convention program, a guest book, a list of volunteers, information about the Convention site and popular San Antonio destinations, as well as links to various Rotary Web sites.

A dedicated team largely drawn from the RI Technology Task Force will provide hourly or daily reports from the sessions to the Webmaster of the RI President's site for posting to the virtual convention Web pages.

## With online magazines, Rotary becoming global village

Seventeen of RI's family of 27 official regional magazines now have a presence on the Internet, bringing Rotarians ever closer to the ideal of a global village united by communication technology.

Published in 20 languages worldwide, these magazines are distributed in 121 countries and have a combined total circulation of 750,000. Their affiliated Web sites feature content in local languages, and many also have a section in English. With the remaining 10 publications poised to go online at some point, and more and more Rotarians gaining access to the Internet, the day is not far off when every corner of the Rotary world will be just a mouse-click away.

The following are the 17 magazines and their Web addresses.

In the Europe-Africa region: Rotary Africa (<http://www.rotaryafrica.za.org>), covering 18 eastern and southern African countries; Rotary Magazine (<http://www.rotary2450.org>) serving eight North African and Middle Eastern countries; Le Rotarien (<http://www.le-rotarien.asso.fr>) circulating in France and 37 French-speaking countries; Der Rotarier (<http://www.rotarier.de>) covering Germany and Austria; Rotary Magazine (<http://www.rotary.ribi.org>) serving Britain and Ireland; Rotarian (<http://www.rotary.nl>) circulating in the Netherlands; Rotary Contact (<http://www.rotary.belux.org>) serving Belgium and Luxembourg; Rotary Norden (<http://www.rotarynorden.org>) covering seven Nordic countries; and Rotary Suisse-Liechtenstein (<http://www.rotary.ch>) circulating in Switzerland and Liechtenstein.

In South America: Vida Rotaria (<http://www.vidarotaria.com.ar>) circulating in Argentina; Brazil Rotario (<http://www.brasil-rotario.com.br>) serving Brazil; and Rotarismo En Mexico (<http://www.rotarismoenmexico.org>), circulating in Mexico.

In the Asia-Pacific region: Rotary-No-Tomo (<http://www.rotary.or.jp>), circulating in Japan; Rotary Korea



The News and Information section of the Rotary Web site is chock-full of news and information from official RI publications which include the regional Rotary magazines.

(<http://www.rotarykorea.org>), serving Korea; Philippine Rotary (<http://www.pworld.net.ph/user/phrotmag>), circulating in the Philippines; Thai Rotarian (<http://www.thairotarian.org>), serving Thailand; and Rotary Down Under (<http://www.rotarnet.com.au>) covering Australia, New Zealand, and 10 Pacific island nations.

Each regional magazine or Web site is unique and has a local editorial slant. Core content on RI's programs and goals for all the regional magazines is provided by THE ROTARIAN, the official RI magazine, which is published monthly and circulated in North America and the rest of the Rotary world. The online regional magazines can be accessed from a link in the News and Information section of the official RI Web site at <http://www.rotary.org>.

## RI media campaigns win three major PR awards

RI's Media Relations Section recently received three public relations industry awards in recognition for excellence in effectively communicating Rotary's message and good works to the media.

The Publicity Club of Chicago presented Media Relations with a Golden Trumpet Award for Special Events and Observances in honor of their work on the Miracle League Field of Dreams in Conyers, Georgia, USA, in a banquet ceremony held on 11 May in Chicago.

The Field of Dreams, built by area Rotary clubs with help from The Rotary Foundation, is the first baseball complex in the United States for children with disabilities. Last year, Rotary's Media Relations team coordinated a grand opening media event,

which included arranging live interviews via satellite with TV stations around the country. In total, there were more than 50 airings of the story nationwide, with broadcasts by CNN, MSNBC, and Fox News Channel, and a story placed in People magazine. The total estimated audience reached was 52 million.

For the same publicity campaign, Media Relations also received the Edwin J. Shaughnessy Quality of Life Award, which recognizes organizations that contribute to improving the quality of life in society through public relations and a Gold Award for Excellence in Media Relations and Publicity from the Bulldog Reporter, a public relations industry publication.

## UN agency and RI to cooperate on population issues

RI President Frank J. Devlyn and United Nations Population Fund (UNFPA) Executive Director Thoraya Obaid have signed a memorandum of cooperation in sharing information and resources and promoting awareness, both in developed and developing countries, of the social, economic and environmental implications of national and international population challenges.

Signed by the two leaders at UN Headquarters in New York on 6 June, the memorandum allows UNFPA and Rotary to cooperate on projects that address development needs and the challenges of a global population that increases by 77 million people each year, mainly in the world's poorest regions.

"A core cause of poverty in many parts of the world is the imbalance between population growth and resources such as employment, health care and education," said President Frank. "There are 900 million illiterate people on this earth, of whom two thirds are females." He stated that population growth, only if accompanied by increased and adequate health care and education, could be an important element of a prosperous society, providing a strong labor force to help drive an economy.

The RI president stressed that Rotary will maintain its long-standing policy of respecting the ethnic, cultural, and religious backgrounds and values of people in different countries. Hence, whether family planning will be included in the Rotary-U.N. partnership will depend on the attitude of individual countries, he said.

"The international development goals to reduce poverty and promote development in the new millennium will be achieved only through stronger co-operation among governments, the international community and civil society groups such as Rotary International, which excels in co-operation to promote societal needs," said Ms. Obaid. "I am honored to welcome Rotary as a partner in the UNFPA's mandate to save millions of lives all over the world by promoting safe motherhood, fighting the spread of HIV/AIDS and reducing the number of women who die of causes related to pregnancy and childbirth in the developing world. In the struggle against HIV/AIDS, for instance, we can save thousands of young lives together by promoting behavioral changes, counselling and services for its prevention and control."



**UNFPA Executive Director Dr. Thoraya Obaid and President Frank signing the Memorandum of Cooperation.**

By the terms of the memorandum, Rotary and the UNFPA, which is the leading organization in the UN system in promoting and coordinating population and reproductive health programs, will work together to identify local population and development needs, especially in health, and seek ways to collaborate on them. The Fund will encourage its offices to initiate consultations with Rotary clubs and districts in the field. Rotary will promote assistance for population and development programmes by incorporating related projects into the RI projects database and by encouraging its clubs and districts to support public and private funding for them.

Further, Rotary will promote population and development projects – especially those to delay the first birth, promote child spacing and enhance the status of women – at all levels through inter-country partnerships, supported by local Rotary clubs, districts and zones, using Rotary Foundation Humanitarian Grants and other sources.

The organization encourages its members to further the goals of the UNFPA through projects that promote education on population issues, access to family health care, and adequate nutrition. Through programs on hunger prevention, HIV/AIDS, literacy, and the environment, Rotary clubs have already begun to address the issue of population growth.

EUROPEAN  
Presidential  
Conference  
VIENNA,  
AUSTRIA  
11-13 MAY 2001



A typical group during a breakout session: Three of the Rotaractors and Rotarians tackle the weighty agenda at the Vienna conference.



German Rotaractor Sabine Damaschke and Past District Governors Adedolapo Lufadeju and Robert Zinser make a presentation on a population and development project.



President Frank makes Nobel Laureate Dr. Rita Levi-Montalcini — who was the keynote speaker at the RI Presidential Conference in Vienna, Austria — an honorary Rotarian as President-elect Rick King looks on.



President Frank introduces Gloria Rita, his wife, to an applauding audience just before he thanked participants for coming to the last presidential conference of the 2001 Rotary year.

# Newsline

## PRESIDENT'S JUNE SCHEDULE

RI President Frank J. Devlyn began the month visiting with Rotarians in Columbus and Newark, Ohio, USA, and then traveled to New York for a ceremony finalizing an agreement between RI and the United Nations Population Fund (UNFPA).

President Frank returned to Chicago, Illinois, USA, for a United Nations Association Humanitarian Awards luncheon on 7 June. On 9 June, he visited with Rotarians in Rockford, Illinois, USA. Back at Evanston, Illinois, he attended the 5-K Run for Polio in on 10 June and will be at the Executive Committee and the RI Directors meetings at RI World Headquarters on 15-20 June.

President Frank finishes the month in San Antonio, attending the International Institute on 22-23 June, the 2001 RI Convention on 24-27 June, the 2002 RI Convention Committee meeting on 28 June and the Rotary Foundation Trustees meeting on 28-29 June.

## FOCUS ON LITERACY

Next month, July, is Literacy Month on the Rotary calendar, time for clubs and districts to reflect on the important role that education plays in carrying out Rotary's humanitarian mission.

According to UNESCO, more than 900 million people worldwide cannot read or write in any language. Two thirds of them are female, and 98 percent live in developing nations.

Literacy projects can take many forms, such as organizing a campaign to encourage parents to read to their children, establishing a children's library in a disadvantaged neighborhood, volunteering to mentor local students from low-income families and collecting books or raising funds for a school in a developing country.

A good tool to help you get started is the RI publication, Rotary Promotes Literacy (No. 601), available for \$1 from the RI Catalog in English, French, Japanese, Portuguese and Spanish versions. It's also available online at the RI Website ([www.rotary.org](http://www.rotary.org)). To find it easily, type the word "literacy" into the search box and click.

## CALLING ALL ROTARY LEADERS TO SAN ANTONIO CONVENTION, INSTITUTE

RI President Frank J. Devlyn encourages all current and future Rotary leaders, especially assistant district governors, to attend the Convention and International Institute in San Antonio. You are a vital link in the district management team — a leader who would benefit from contact with like-minded Rotarians who want to deepen their Rotary commitment. Space is still available. Just fill out a convention registration form, available from the Download Center on the homepage of the RI Web site at <http://www.rotary.org>, in advance and bring it with you to facilitate on-site registration.

## WHAT GOES ON BEHIND THE SCENES AT THE CONVENTION?

More meetings! Find out what the Rotary senior leaders are doing behind the scenes at meetings not listed in the program book at <http://www.rotary.org/meetings/convent/ancillary.html>. To find out what unofficial events have been planned by your fellow Rotarians, peruse the Unofficial Affiliate Events schedule at <http://www.rotary.org/meetings/convent/affiliated.html>, updated since its appearance in the Convention Guide.

## GLEN CAMPBELL, VIKKI CARR, AND ARTURO SANDOVAL WILL PERFORM

Country-pop star Glen Campbell and Vikki Carr, a legend in the Spanish- and English-language music world, are slated to perform at the 2001 RI Convention in San Antonio, Texas, USA. Campbell, a Grammy winner, will open the convention, and Carr will appear in the finale with the Fiesta Symphony Orchestra, conducted by world-renowned Turkish maestro Gürer Aykal. Appearing with Carr will be Cuban-born jazz trumpeter Arturo Sandoval, the Dizzie Gillespie protégé who is as famous for his sizzling Latin improvisations as he is for his classical work. Visit the artists' Web sites:

Glenn Campbell: <http://www.glencampbellshow.com/>  
Vikki Carr: <http://www.vikkicarr.net>

Arturo Sandoval: <http://www.arturosandoval.com>,  
<http://www.delafont.com>.

More details about the Convention can be obtained online at <http://www.rotary.org/meetings/index.html>.



**President Frank's Electronic Express is a monthly newsletter containing updates on the work of 2000-01 RI President Frank J. Devlyn. Each month, the newsletter will keep Rotarians abreast of President Frank's travels and schedule as well as any important messages the president wishes to communicate. President Frank's Electronic Express is available for download in Portable Document Format from President Frank's Web site at <http://www.frankdevlyn.org>**