

# Underground Weekly

Volume 6 Issue 10

Rotary Club of Luanshya, Zambia, District 9210

18 October 2011



## Extra, Extra, read all about it!

Basic PRLS—29 October—K100,000. Venue: Christian Resource Centre; 8:30-16hrs. Please reserve a space and payment in advance to PRLS Trainer—Sherry Coleman



## Last Meeting In The News: 11 October 2011

District AIDS Task Force & Rotary  
By: Rtn. Isabella Kasamba

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### Attendance—:

Present: 7      Make-up: 3      Apology: 1  
Silent: 2      Total: 14      Attendance: 77%

### Collections:

Sweep:	K160,000	Foundation:	K20,000
Late:	K	Fines:	K54,000
Other:	K	Total:	K214,000

### Visitors

#### This Week In Rotary

Special Education In Zambia  
By: John Bwalya

#### Next Week

Meet the Mayor

#### Duties for August

Grace: Nozipho  
Attendance: Steve  
Sheriff: Julie

#### Birthday/Anniversary:

#### Bereaved:

## New general secretary dives into the business of Rotary

By Janis Young  
Rotary International News -- 12 October 2011



During a trip to Seattle, Washington, USA, Hewko helped pack beans to be distributed through Rotary First Harvest, a Program of Rotary District 5030. [Rotary International](#) on Facebook

“The more I learn about Rotary, the more in awe I am of what this organization has been able to accomplish.”

That’s John Hewko summing up his first 100 days as Rotary’s general secretary. In just over three months, Hewko has launched two key communications projects, initiated development of a club strategic planning tool, participated in the meetings of numerous committees and the RI Board and

Rotary Foundation Trustees, met with Bill Gates to discuss polio eradication, attended his first Rotary institute, listened to dozens of presentations by Rotary staff as part of his "getting to know Rotary" listening tour, and rejoined the Rotary Club of Kyiv in Ukraine, of which he was a charter member.

Hewko began learning about Rotary well before he was on the payroll. “The six-month transition period was tremendously helpful,” he says. “By attending the International Assembly and the convention, and participating in several committee, Board, and Trustee meetings, I was really able to hit the ground running.”

### Ending polio a top priority

The RI Board and Foundation Trustees have established some clear priorities for Hewko, with the No. 1 goal being to end polio. “It’s incredible how far we’ve come and all the work Rotary has done. By succeeding, we will not only eradicate a terrible disease, but will position Rotary and the world to take on the next big global challenge,” he says.

Part of that positioning depends on Rotary’s receiving the recognition it deserves for its leadership role in polio eradication. To this end, Hewko met with the Bill & Melinda Gates Foundation in September to discuss joint communications and advocacy strategies and opportunities. “We were able to provide the Gates Foundation staff with a better appreciation of the full spectrum of Rotary’s global service and humanitarian activities. I also had very good meetings with Bill Gates and CEO Jeff Raikes. They are very appreciative of all that Rotary has done and are eager to continue to strengthen our joint efforts on polio eradication.”

### Future Vision, membership also key

The growing list of other priorities includes the successful launch of The Rotary Foundation’s Future Vision Plan. “The worldwide launch will happen in July 2013, but I have asked my colleagues to have everything in place by January 2013 so that we have six months to implement any last-minute changes,” Hewko says. To ensure that this happens, he has appointed a full-time Future Vision launch manager and established staff teams who are working to ensure a smooth transition to the new grant model.

Other major projects that Hewko has initiated include a thorough review of the Rotary website, a worldwide Rotary brand revitalization effort, and the development of Rotary Club Central, an online strategic planning tool for clubs that will also help Rotary calculate the monetary value of all the organization’s service activities and projects around the world. “These initiatives will take time,” Hewko says, “but by the next Rotary year, Rotarians should start seeing the results of many of these efforts.”

He adds that Rotarians should already be enjoying benefits from two projects that were recently launched -- one that allows members to receive their recognition points more quickly and another that enables them to make payments in a variety of currencies.

Hewko is stressing the need for a “one Rotary” approach to management and strategic planning. “We’re not Rotary

International or The Rotary Foundation. We're Rotary, and that's how most Rotarians and the rest of the world see us," he says, emphasizing the importance of ensuring seamless and effective operations between the two entities.

As he visits clubs and talks to Rotarians, Hewko's "to-do" list expands. "We also need to focus on membership," he says, "especially on developing regional membership plans that address issues that are specific to the different parts of the world. And we need to attract younger members so that we build up the base for the future."

**The next 100 days**

Hewko will spend much of his second 100 days traveling to Europe, India, Australia, and Washington, D.C., to attend Rotary institutes, visit clubs and projects, and meet with international office staff. Major upcoming events include a USAID conference in Washington, a meeting with the leadership of the Clinton Global Initiative, Rotary-UN Day in New York City, and a World Economic Forum summit in Mumbai, India. He also plans to participate in a National Immunization Day in India.

Hewko is looking forward to meeting more Rotarians in person and to connecting with members through social media. "I'm on Twitter now, and I have a Facebook page. I want to thank all of my followers. It's a great way to get your reactions and to stay in touch."

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**Upcoming**

- 18 October Special Education—John Bwalya
- 19 October Service Projects/Rotary Foundation Meeting
- 25 October Meet Luanshya's New Mayor
- 26 October Board Meeting
- 29 October BPRLS—see secretary

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**Earn double recognition and help end polio**

Observe World Polio Day on 24 October by making a contribution to help End Polio Now. During the week of 24-28 October, Rotarians will receive 2-for-1 recognition for every contribution of US\$100 or more made to PolioPlus at [www.rotary.org/contribute](http://www.rotary.org/contribute).

The promotion will begin at 06:00 CT on Monday, 24 October, and end at noon CT on Friday, 28 October. Contributions on the Rotary website may be made in U.S. dollars or one of 11 other currencies: AUD, CAD, CHF, DKK, EUR, GBP, JPY, NZD, NOK, SEK, and ZAR.

Online contributions cannot be made on behalf of another individual, club, or district. Double recognition cannot be used to designate others as Paul Harris Fellows.

Because a high volume of online traffic is anticipated with this promotion, please allow four to six weeks for the promotional recognition to appear in your account, and before requesting recognition materials.

**Rotarians gearing up for World Polio Day**

By Dan Nixon and Arnold Grahl  
Rotary International News -- 10 October 2011



Rotarians are getting ready to spread the word about World Polio Day, 24 October, and the need to finish the job of eradicating the disease. Photo courtesy of Pakistan PolioPlus Committee

Rotarians around the globe are planning events to raise polio eradication awareness and funding for World Polio Day on 24 October.

"Global collaboration has ensured that eradication is within reach," says Michael Sheldrick, the group's polio campaign manager and a member of the Rotary Club of Crawley, Western Australia. "Our generation has a chance to realize a historic opportunity and ensure that no one else ever has to fear this disease. That's why it's vital we commit to finish the job."

Among events planned around World Polio Day are these:

- Rotarians in Addis Ababa, Ethiopia, are organizing a Walk to End Polio Now, aimed at drawing 4,000 participants and raising money for Rotary's US\$200 Million Challenge to match \$355 million in grants from the Bill & Melinda Gates Foundation in support of polio eradication.
- The Rotary Club of Venezia-Riviera del Brenta, Italy, has organized a Run to End Polio fundraiser as part of the 23 October Venice Marathon.
- Rotarians in Finland will conduct a "This Close" campaign with ads in print, on television, and online 24-28 October, and they plan a fundraiser on World Polio Day.
- Rotarians in Africa have started a "This Close" page on Facebook for World Polio Day, encouraging fellow Rotarians to replace their Facebook profile photo that day with their "This Close" photo from [www.thisclose.net](http://www.thisclose.net).

Inspired by these plans? Here are a few ways you and your club can help observe World Polio Day:

- Create your own "This Close" ad and make it your Facebook profile photo.
- Host a walk, run, or bikeathon. Be sure to send out a press release about the event. Download a sample release.
- Download a World Polio Day Proclamation and ask your town to commemorate World Polio Day on 24 October.



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|----------------------|------------------------|
| John: 0955 452 086   | Mike: 0966 780 952     |
| George: 0966 909 874 | Patrick: 0966 780 113  |
| Sherry: 0966 780 112 | Julie: 0966 991 407    |
| Noziph: 0966 769 052 | Eric: 0977 372 119     |
| Steve: 0966 768697   | David: 0955 861 230    |
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