As I have met with Club Executives this year, I have also asked that the Public Image Chair for each club to be present. Why? Because I personally believe that Rotary Awareness is a continuous process and not just reserved for January of each year.

In November, someone posted a remark made by the host of Jeopardy on my Facebook timeline: "We don’t hear much about service clubs like Lions, Kiwanis or Rotary these days."

This is a challenge to every one of us to spread the word about Rotary in January! At your next club assembly, make sure that members know about the latest projects and initiatives so they can raise awareness in the community. And consider these tips:

- Discuss the RI Strategic Plan at a new-member orientation and hand them a copy of your club’s Strategic Plan.
- Update members on polio eradication at your next weekly meeting by getting the latest facts at www.endpolio.org.
- Include news from rotary.org on your club website to let members know how Rotarians around the world are serving their communities.
- Publicize Rotary club events in your community. Invite members of the media to your meetings to report on your speakers.
- Watch and share Rotary Minute videos with others in your club or at a prospective member event.
- Host a question-and-answer “press conference” session during one of your meetings in January and invite local media.
- Shoot video of a club meeting or service project (just like the West Ottawa Club has done) and post it on your website. Tell people about it on Facebook or Twitter.
- Coordinate a community service project with another local organization, and invite the media to come along.
- Write a letter to the editor of your local paper about your club’s community and international humanitarian projects.
- Invite a friend or co-worker to an upcoming meeting
Rotary's new visual identity has everyone talking. Some Rotarians like it and are already using it. Others aren’t so sure.

“At the end of the day, we’re going to be way ahead on our public image and what people think and know about Rotary,” says RI President Ron Burton. “You’ve got to capture their eye,” says Burton of the new look. “If you capture their eye, you can capture their heart.”

As you begin incorporating the new guidelines into your club communications, keep the following in mind:

**Clubs do not need to discard any unused materials.** We encourage you to follow the new guidelines on materials you create in the future.

**Clubs can use the free fonts recommended in the guidelines** as an alternative to the two recommended fonts that require licensing fees. It’s your choice.

**Your Rotary pin will not change.** It remains the blue-and-gold metal logo that identifies Rotarians worldwide.

**The Strengthening Rotary initiative extends far beyond our visual identity.** It offers a new way to tell our Rotary story.

Updated guidelines highlighting the flexibility of the voice and visual identity recommendations are available on [Rotary.org](http://Rotary.org) with more tools and templates to follow. Have your club Public Image Chair and/or Membership Chair contact DGBonnie and let’s engage our community!

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**PEACE SCHOLAR SELECTED**

We have heard that West Ottawa’s candidate, Alexandre Côté of Ottawa, has been named a Rotary World Peace Fellow and accepted for the certificate program at Chulalongkorn University in Thailand. Montreal-Lakeshore had a candidate who was accepted by RI, but has chosen to decline her acceptance at this time. Congratulations to Alexandre and his host club!
Rotary has gone green – paperless – as far as reporting goes as of this year. So, each of our clubs must become proficient at using this tool – why?

• **One-stop shop:** Provides access to data previously available in several reports.
• **Eliminates paper:** Replaces membership and Rotary Foundation goal forms and the Planning Guide for Effective Rotary Clubs.
• **Fosters continuity:** Allows club leadership the ability to see a history of goals and achievements as they change annually.
• **Enables clubs to track progress:** Helps club leaders determine whether goals they've set are realistic and make changes if needed.
• **Creates transparency:** All club members can see club goals. The incoming and current club president, secretary, executive secretary, treasurer, Foundation chair, and membership chair can add and edit goals and achievements for their club.
• **Showcases important work Rotary clubs do worldwide:** Allows Rotarians a vehicle to document details of the millions of service projects they undertake, including number of volunteers and volunteer hours, a list of in-kind donations, and cash contributions.

Sign up today for your own member profile on [rotary.org/myrotary](http://rotary.org/myrotary). By logging in to My Rotary and clicking on My Club Snapshot, any club member can see how many Rotary Club Central goals the club has already set and what the progress is toward each one.

Every club that sets at least 15 goals or more in Rotary Club Central by **15 March 2014** will receive an award from RI President Ron Burton. So...if you’d like to beat that deadline, contact your club’s Assistant Governor to arrange for a group training – you’ll be glad you did!

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### NEW YOUTH PROGRAMS GROWING

Our Thousand Islands (Brockville) Rotary Club’s **Early Act** at Vanier Public School recently received the YOUTH YMCA PEACE MEDAL. There were 8 students and Principal as well as 5 Rotarians who had breakfast at the Legion. Later in the morning, the school held a special assembly to share the good news with the whole school. A special moment for sure!

There is a **new Rotaract Club** sponsored by the Montreal Westward club which will have its charter night imminently – watch the weekly emails for details.

The Rotary Club of Hawkesbury chartered a **new Interact Club** at the Vanderkill C.I. two months ago.

The Rotary Club of Lake Placid (NY) is looking at establishing an Interact Club in their village.

The Rotary Club of Clayton (NY) is putting pen to paper on their new Interact Club, too!
2013-14 Outbound Students
11 bright and enthusiastic Outbound students are currently abroad in the following countries: Slovakia, France, Mexico, Denmark, Poland, Italy, Brazil, Germany, Turkey, Peru & Japan. All students are healthy & happy and enjoying the experience.

2013-2014 Inbound Students
We have 12 wonderful inbound students this year from Peru, Japan, Mexico, Croatia, Brazil, Germany, Slovakia, Denmark, Italy, Poland & Turkey. All of them are doing well and enjoying learning about Canadian & American culture.

2013-2014 Rebound Students
We currently have 15 Rebound students actively participating in our weekends. All are doing well.

Speaking of getting this started....the Hudson and St. Lazare satellite club of the Montreal-Lakeshore Club is striking out on its own! They will be holding their Charter Night on April 12th. Details to come, but plan now on celebrating our second new Rotary Club in District 7040 this year!

The RI required sessions on preparing your club and community members to work with or host youth (on projects or in our District youth programs) have already taken place in Kingston, Renfrew and Ottawa. There will be a session in Plattsburgh, NY, on Saturday, January 11th at 10:00AM at the American Legion Post #20 on the Quarry Road. Interested clubs should register online (www.rotary7040.com) or contact Youth Exchange Team Member, Kathy Duley kcompedge@aol.com.