

# THE FOUNTAIN

OFFICIAL PUBLICATION OF ROTARY CLUB OF CEBU FUENTE DISTRICT 3860

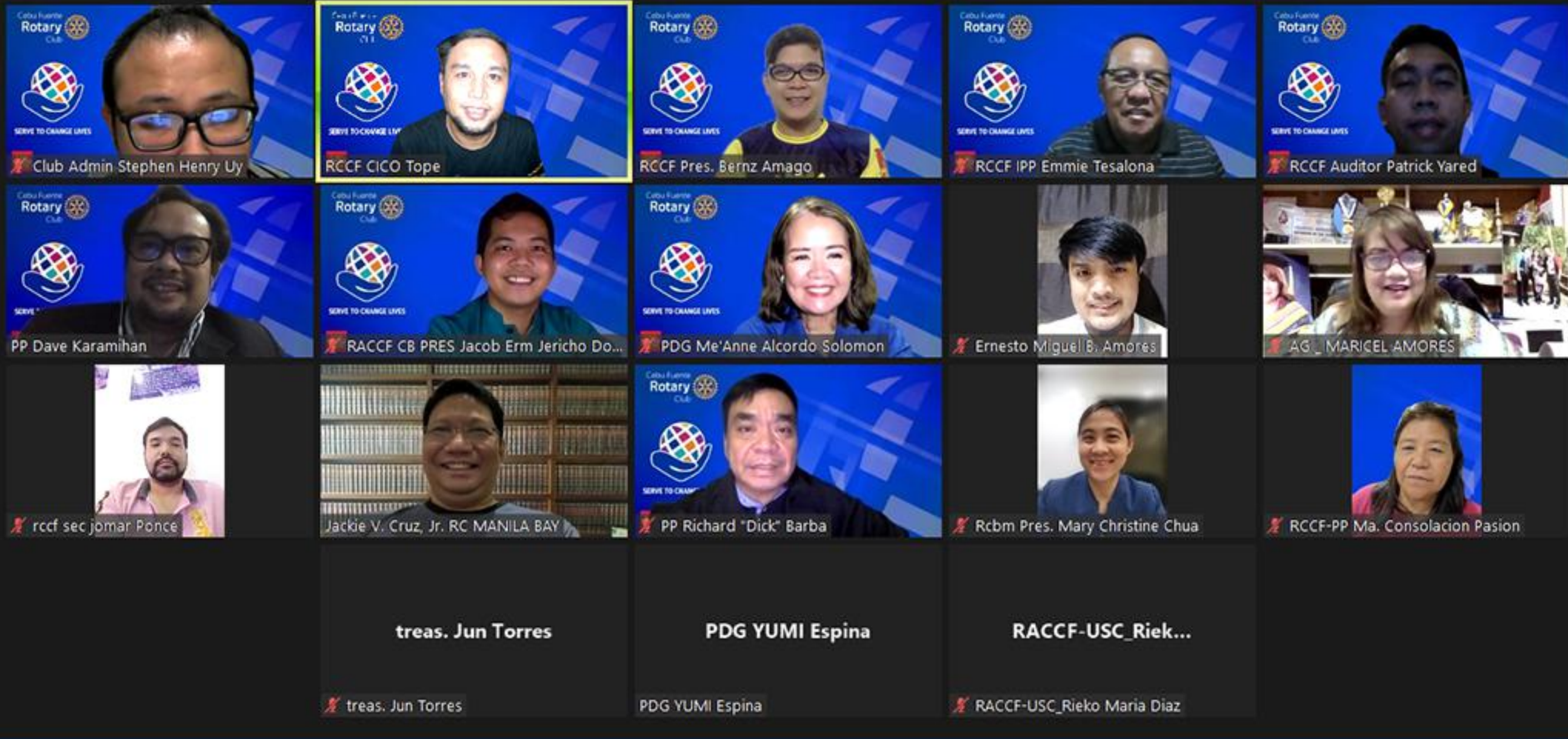
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## 21st RCCF General Membership Meeting (Virtual)



**SERVE TO  
CHANGE LIVES**





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Rotary International President

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District Governor

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Assistant Governor, Area 1D

Cebu Fuente  
**Rotary**  
Club



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# 22<sup>nd</sup> General Membership Meeting

Virtual Meeting | March 7, 2022

Area of Focus: Water, Sanitation, and Hygiene Month

SERVE TO CHANGE LIVES

Vol. 40, No. 22

*Joint Meeting Between Rotary Club of Cebu Fuente and Rotary Club of Cebu West*

## Programme



Hosted by:

**STEPHEN UY**  
Director, Club Admin

### INVOCATION

*Our Father, we thank you for your Word and for the eternal truths which guide us day by day. Teach us how to turn unto you so that your thoughts may be our thoughts and your ways our ways. We pray in the spirit of Jesus, who taught his disciples to pray together, saying, Amen*

#### PART 1

|   |  |
|---|--|
| Call to Order.....  | Pres. Bernardino Amago IV<br><i>Rotary Club of Cebu Fuente</i> |
|   | Pres. Carlo Anton Suarez<br><i>Rotary Club of Cebu West</i>    |
| Invocation.....   | Audio Visual Presentation                                      |
| Philippine Anthem.....  | Audio Visual Presentation                                      |
| The Rotary Hymn.....  | Audio Visual Presentation                                      |
| Four Way Test and Objects of Rotary.....                                    | Audio Visual Presentation                                      |
| Introduction of Rotarians / Spouses<br>Visiting Rotarians/Rotaractors/Guest |  |

#### PART 2

|   |   |
|---|---|
| Introduction of Guest Speaker.....  | PE Albert Nuñez<br><i>Rotary Club of Cebu West</i>                  |
| Guest Speaker.....  | Ace Durano<br><i>Former Secretary of Tourism of the Philippines</i> |
| Topic: Roadmap for a Better Cebu:<br>Cebu Priority Development<br>Agenda (CPDA) |   |
| Open Forum  |   |
| Presentation of Certificate / Token   |   |

#### PART 3

|                  |  |
|------------------|--|
| Announcements    |  |
| Adjournment..... | Pres. Bernardino Amago IV<br><i>Rotary Club of Cebu Fuente</i> |
|                  | Pres. Carlo Anton Suarez<br><i>Rotary Club of Cebu West</i>    |

...Fellowship Continues...

#### Quote for the Week

*“Many of life’s failures are people who did not realize how close they were to success when they gave up.” - Thomas A. Edison*







# President's Message



PEACEBUILDING AND  
CONFLICT PREVENTION



DISEASE PREVENTION  
AND TREATMENT



WATER, SANITATION,  
AND HYGIENE



MATERNAL AND  
CHILD HEALTH



BASIC EDUCATION  
AND LITERACY



COMMUNITY ECONOMIC  
DEVELOPMENT



ENVIRONMENT

Dear RCCCF,

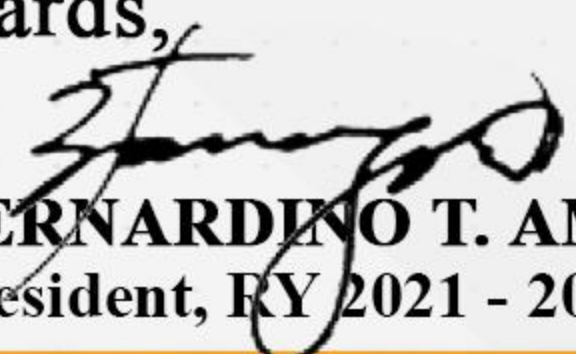
Greetings!

Our service area extends across the island of Cebu; hence, we are primarily expected to surmount the challenge of creating impactful and meaningful change in the said jurisdiction. Fortunately, Cebu stands as one of the richest and most progressive provinces in the country.

However, we cannot just sit on our laurels and impose no other developments lest we become stagnant and fail to ride the tides of times. Thus, we will hear from Atty. Ace Durano on his proposed Roadmap for a Better Cebu: Cebu Priority Development Agenda.

I hope that we will all have a great time discussing our very own island together with the Rotarians of our mother club, Rotary Club of Cebu West.

Best regards,

  
**ATTY. BERNARDINO T. AMAGO IV**  
President, RY 2021 - 2022

Cebu Fuente  
**Rotary**  
Club 

 **SERVE TO  
CHANGE LIVES**



# From Secretary's Desk

**JOSE MARIE PONCE**  
Secretary, RY 2021 - 2022

## Attendance

| ROTARY ID #                    | LAST NAME | FIRST NAME                | 19th<br>02/07 | 20th<br>02/21 | 21st<br>02/28 | 22nd<br>03/07 | Perfect Attendance |
|--------------------------------|-----------|---------------------------|---------------|---------------|---------------|---------------|--------------------|
| 6726464                        | Abad      | Jose Alfonso              |               | ✓             |               |               |                    |
| 6581939                        | Abarintos | Conrado                   | ✓             | ✓             |               |               |                    |
| 8794289                        | Abay-Abay | Emman Reyhan              | ✓             | ✓             | ✓             |               |                    |
| 9330462                        | Amago IV  | Atty. Bernardino          | ✓             | ✓             | ✓             |               |                    |
| 6218949                        | Amores    | Maricel                   | ✓             | ✓             | ✓             |               |                    |
| 11227470                       | Amores    | Atty. Ernesto Miguel      | ✓             | ✓             | ✓             |               |                    |
| 3362897                        | Barba     | Richard                   | ✓             | ✓             | ✓             |               |                    |
| 6207695                        | Baring    | Engr. Jesselito           |               |               |               |               |                    |
| 1166426                        | Calalang  | Emmanuel                  |               |               |               |               |                    |
| 10954392                       | Deiparine | Atty. Sydrick Jose Andrei |               | ✓             | ✓             |               |                    |
| 11227514                       | Elendrino | Glenford                  |               |               |               |               |                    |
| 2036342                        | Espina    | Arch. Joseph Michael      | ✓             | ✓             | ✓             |               |                    |
| 8944393                        | Jang      | Pouly                     |               |               |               |               |                    |
| 3516557                        | Karamihan | Dave John                 | ✓             | ✓             | ✓             |               |                    |
| 8599266                        | Kaufmann  | Marina                    |               |               |               |               |                    |
| 9804883                        | Llegunas  | Kristoffer                | ✓             | ✓             | ✓             |               |                    |
| 8794288                        | Lomanta   | Atty. Lolita              |               | ✓             |               |               |                    |
| 10709899                       | Ong       | Jason                     | ✓             |               | ✓             |               |                    |
| 6726443                        | Pasion    | Ma. Consolacion           |               |               | ✓             |               |                    |
| 10410040                       | Ponce     | Jose Marie                | ✓             | ✓             | ✓             |               |                    |
| 6581937                        | Ramos     | Geraldine                 |               |               |               |               |                    |
| 8599268                        | Rimaz     | Ma. Dolores               |               |               |               |               |                    |
| 5476140                        | San Pedro | Luz Filipinas             |               |               |               |               |                    |
| 11103868                       | Spaller   | Herminia                  |               |               |               |               |                    |
| 8794286                        | Senerpida | Dr. Alain                 | ✓             | ✓             | ✓             |               |                    |
| 3264107                        | Solomon   | Mary Anne                 | ✓             | ✓             | ✓             |               |                    |
| 8543450                        | Sulay     | Kendrick                  |               |               |               |               |                    |
| 9330558                        | Tesalona  | Emmanuel                  | ✓             | ✓             | ✓             |               |                    |
| 11227493                       | Torres    | Alfie                     |               | ✓             | ✓             |               |                    |
| 5176670                        | Torres    | Arch. Manuel, Jr.         | ✓             | ✓             | ✓             |               |                    |
| 10713855                       | Uy        | Stephen Henry             | ✓             | ✓             | ✓             |               |                    |
| 10410033                       | Yared     | Patrick                   |               |               | ✓             |               |                    |
| <b>TOTAL ATTENDEES IN ZOOM</b> |           |                           | <b>16</b>     | <b>26</b>     | <b>26</b>     |               |                    |

### BIRTHDAYS

March 02 Sps. Dr. Cri Senerpida  
 March 03 PP Jesselito Baring  
 March 05 Pres. Kendrick Sulay  
 March 21 PP Dinna Ramos  
 March 24 PP Rollie Filipino  
 March 24 PP Joal Abad

### WEDDING ANNIVERSARY

March 20 PP Emmie & Tess Tesalona







GREETINGS, DEAR CHANGE-MAKERS OF ROTARY,

**W**e have overcome so many challenges these past two years and changed many lives. It brings me great joy that we have worked so hard this year to grow Rotary through the Each One, Bring One initiative. The result has been excellent membership growth. Let us keep up the momentum.

On 11 March 2020, the World Health Organization declared that COVID-19 constituted a pandemic. Two years later it is important that we continue to draw on our expertise in disease prevention and treatment to help people worldwide cope with the continuing challenges. The pandemic continues to defy all expectations, but we cannot be frozen in fear. Our work is too important. It is also important that we make time for each other, and I urge you to register for the 2022 Rotary International Convention in Houston.

We can continue to build hope and spread peace by using our resources to help the most vulnerable. The pandemic has had an especially devastating impact on girls; on its first anniversary, Henrietta Fore, the executive director of UNICEF, said that “immediate action is needed to mitigate the toll on girls and their families.” This need remains just as strong a year later. The pandemic has affected girls in unique ways — stunting their educational attainment, weakening their job prospects, and contributing to other terrible results such as child marriages and increased human trafficking.

Data from UNICEF reveals why our action is so essential. In the 2010s, important progress was made toward eliminating the practice of child marriage, and UNICEF estimates that 25 million such marriages

were averted worldwide. Unfortunately, the pandemic reversed those positive trends, and as a result an additional 10 million girls are vulnerable to becoming child brides by the end of this decade.

This is why our focus on Empowering Girls is such vital work, and I am delighted that President-elect Jennifer Jones has committed to continuing this initiative. In my travels, I have witnessed many wonderful examples of club projects that back our Empowering Girls goals. But all Rotary members know that real change requires big efforts sustained over many years. This is the power of our global grants and actions taken within our areas of focus.

I encourage clubs to think of innovative ways to empower girls when designing their grant projects. Every step we take to improve education, health care, and economic opportunities for girls makes an important difference in helping them achieve their full potential. With opportunity we create hope, and with hope we address the root causes of conflict around the world, setting the stage for sustainable peace.

None of us know how long the COVID-19 virus will linger — and as an organization that has worked tirelessly for decades to eradicate polio, we understand better than most the difficult work that lies ahead. That is why we need to remain focused on what is possible — not feeling nostalgic for the way our lives were, but looking hopefully to a future that uses this opportunity to *Serve to Change Lives*. I look forward to continuing this good work with you.

*Shekhar Mishra*

*President, Rotary International*







## TRUSTEE CHAIR'S MESSAGE

### Let's get clean water flowing worldwide

In the mid-18th century, Benjamin Franklin wrote: "When the well's dry, we know the worth of water."

Right now, in the 21st century, many of us take water for granted because we have been fortunate to live in places where clean water is plentiful. But that's not the case for millions of others around the world. The United Nations estimates that 2 billion people — about 1 in 4 people on the planet — lack safely managed drinking water. Just under half of the world's population lives without access to safely managed toilets and sanitation systems, and nearly a third lacks basic hand washing stations with soap and clean water.

Isn't it astounding that, in an age of instant information and space tourism, we still haven't managed to guarantee the necessities of water, sanitation, and hygiene (WASH) to so many?

Rotary is doing something about it; WASH projects are among the most funded within our areas of focus: Since 2014, Rotary clubs have carried out more than 2,100 global grants related to WASH by using \$154 million in Foundation funding, impacting countless people.

In addition, Rotary's WASH alliance with USAID, more than a decade strong, is considered Rotary's largest partnership outside of PolioPlus. Rotary and USAID have committed a combined \$18 million in WASH funding to large-scale strategic efforts at the national level in countries

such as Ghana and Uganda. The partnership unites the technical expertise of USAID's development professionals with the local leadership and advocacy of Rotary members to find workable, sustainable WASH solutions in hundreds of communities. You can learn more at [riusaidwash.rotary.org](http://riusaidwash.rotary.org).

The theme of World Water Day, 22 March, is *Groundwater: Making the Invisible Visible*. This is an opportune time for clubs to learn more about WASH issues and take action collectively to create and sustain momentum for expanding access to universal WASH services. Rotary members can bring attention to the WASH challenges that impact us locally by sharing the stories, experiences, and WASH needs of those we serve globally.

We can be proud of the work that Rotary clubs and our Foundation continue to do to provide communities with clean water and working sanitation and hygiene systems. But let's not stop there.

This month, let's look out for our neighbors around the world whose wells are running dry or who lack toilets or soap. Rotary has the resources, partnerships, and passion to improve WASH services for millions in need worldwide. And most important, we have the people who can make it work — you and me.

**JOHN F. GERM**

Foundation trustee chair

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Calcutta-Mahanagar, India

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Windsor-Roseland,  
Ontario, Canada

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**Valarie K. Wafer**  
Collingwood-  
South Georgian Bay,  
Ontario, Canada

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**Virpi Honkala**  
Raahe, Finland

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Wendouree Breakfast,  
Australia

**Suzi (Susan C.) Howe**  
Space Center (Houston),  
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**Won-Pyo Kim**  
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Aarau, Switzerland

**Mahesh Kotbagi**  
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**Roger Lhors**  
Pont-Audemer, France

**Chi-Tien Liu**  
Yangmei, Taiwan

**Vicki Puliz**  
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**Elizabeth Usovicz**  
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"Venky" Venkatesh**  
Chennai Mambalam, India

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**John Hewko**  
Kyiv, Ukraine

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**Ian H.S. Riseley**  
Sandringham, Australia

### VICE CHAIR

**Sangkooyun**  
Sae Hanyang, Korea

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Guatemala Sur, Guatemala

**Marcelo Demétrio Haick**  
Santos-Praia, Brazil

**Per Høyen**  
Aarup, Denmark

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**Barry Rassin**  
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**Dean Rohrs**  
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Columbia, Canada

**Gulam A. Vahanvaty**  
Bombay, India

### GENERAL SECRETARY

**John Hewko**  
Kyiv, Ukraine







ATTY. JOSEPH FELIX  
"ACE" HOTCHKISS  
DURANO

Our guest speaker is a scion of the Durano clan of Danao City. He is lawyer who obtained his law degree from the Ateneo de Manila University and a pre-law bachelor's degree from University of Redlands, California. He is likewise a degree holder of Masters in Business Administration-Regis from Ateneo Graduate School-Rockwell.

Ace, as he is popularly known, once served Congress as one of

its youngest members and occupied a cabinet position during Pres. GMA's administration as the Secretary of Tourism. He is running as candidate for Governor in the forth coming elections.

But what he is most proud of is being married to a Negrense wife and a father to two wonderful children, one of whom just recently sired him a grandchild.



## FOUR QUESTIONS

# The future is inclusive

### Broaden your connections and discover the positive impact of DEI



**Todd "Bowtie" Jenkins**  
Rotary Club of Fayetteville, Arkansas

Diversity, Equity, and Inclusion (DEI) Task Force member

**1 You have worked with such companies as Walmart, Google, Facebook, American Airlines, and Kellogg's. What can Rotary learn from these companies regarding DEI?**

There is no one right way or one-size-fits-all to make DEI (diversity, equity, and inclusion) work. As individuals and as an organization, we must understand that we are all on a journey. These big companies have done a great job of understanding the business case for practicing DEI — that the most diverse companies are more likely than ever to outperform less-diverse peers. Rotary must use its connections to continue to activate an inclusive growth-mindset and become something the world hasn't seen before — an organization where inclusion is at the core of everything we think, say, or do.

**2 You speak to Rotary clubs and districts worldwide about DEI. Are there frequent questions you hear, and how do you address them?**

There are certainly some common themes. One common question is: "Where do we start?" This is a great first question. It is vital to assess your community, where you are at, and understand where you wish to go. Then, most important, build a plan to get there, and live out your plan in behaviors and actions.

Another question is: "How do we connect with diverse communities?" This one should be so easy for Rotary because connection is all about building relationships — authentic relationships! Get to know people who are different from you, and partner with marginalized communities through service projects or meaningful events.

A third, frequent question is: "How do we get buy-

in?" This is where it is so important to make sure that DEI efforts extend to all activities and involve everyone. Make sure there is a commitment to the work at the highest levels of the club and district, and if you can, make sure all the goals have measurable results.

**3 As more clubs and districts work to set up specific committees to address DEI, what advice do you have for them?**

Don't shy away from having hard conversations, but make sure you are able to answer two questions: Whom will this conversation benefit, and what are we looking to accomplish? We all come to these efforts differently, so we need to create spaces to listen and ask tough questions around representation, culture, systems, policies, and programs, all while avoiding the tendency toward shame and blame. I have learned to practice curiosity with compassion — looking to understand different views and perspectives. The more we practice these traits, the better we will become.

**4 How optimistic are you for the future of diversity, equity, and inclusion within Rotary?**

Hope is all we have, and it is part of why I believe Rotary is ready to do the work. Rotary brings hope every day to communities around the world. This work and commitment are not meant to always be exhausting. Yes, you will have challenging times and conversations. However, I have seen in my profession that small changes in DEI work can make a big difference. You should celebrate the small wins. COVID-19 has taught us so many lessons, including that of gratitude. So don't forget to smile and enjoy the process of doing the right thing.

— ARNOLD R. GRAHL

Learn more about Rotary's Diversity, Equity, and Inclusion Statement at [rotary.org/dei](http://rotary.org/dei).



# SERVICE ABOVE SELF

## THE OBJECT OF ROTARY

The Object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

**First** The development of acquaintance as an opportunity for service;

**Second** High ethical standards in business and professions, the recognition of the worthiness of all useful occupations, and the dignifying of each Rotarian's occupation as an opportunity to serve society;

**Third** The application of the ideal of service in each Rotarian's personal, business, and community life;

**Fourth** The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.

## THE FOUR-WAY TEST

Of the things we think, say, or do:

1. Is it the **truth**?
2. Is it **fair** to all concerned?
3. Will it **build goodwill** and **better friendships**?
4. Will it be **beneficial** to all concerned?

## ROTARIAN CODE OF CONDUCT

The following code of conduct has been adopted for the use of Rotarians:

As a Rotarian, I will

1. Act with integrity and high ethical standards in my personal and professional life
2. Deal fairly with others and treat them and their occupations with respect
3. Use my professional skills through Rotary to: mentor young people, help those with special needs, and improve people's quality of life in my community and in the world
4. Avoid behavior that reflects adversely on Rotary or other Rotarians
5. Help maintain a harassment-free environment in Rotary meetings, events, and activities, report any suspected harassment, and help ensure non-retaliation to those individuals that report harassment.



## March events

### Tune in



**Event:**  
Jazz in the Desert  
**Host:**  
Rotary Club of Valle Verde-Green Valley, Arizona  
**What it benefits:**  
School music programs and other projects  
**Date:** 5 March

This annual two-part music event, which has been held for more than a decade, features jazz bands from local schools. The day starts with a matinee performance, with soft drinks and snacks on hand. The toe-tapping tunes continue at an evening show, complete with a buffet dinner and both live and silent auctions.

### Go green, and go!

**Event:**  
St. Paddy's Day 5K  
**Host:**  
Rotary Club of Naperville Sunrise, Illinois  
**What it benefits:**  
Local charities  
**Date:** 12 March

After two years of virtual races, organizers are excited to again bring together runners for the club's annual event in celebration of St. Patrick's Day. As one of the first certified 5K races of the running season in Chicago's western suburbs, the race is expected to draw many eager participants wearing festive costumes (think green!) and hats. Prizes will be awarded for top times as well as best costumes.

### Chalk it up

**Event:**  
Palm Springs Chalk Art Festival  
**Host:**  
Rotary Club of Palm Springs Sunup, California  
**What it benefits:**  
Rotary student leadership programs, local charities, and other projects  
**Dates:** 19-20 March

Professional artists from Southern California, along with students from area school districts, will compete for cash prizes at this 10th annual festival. Admission is free; all can enjoy the dazzling sidewalk chalk art, as well as live music, hands-on art activities for children, and more.

### The long road ahead

**Event:**  
RoCan Charity Ride  
**Host:**  
Rotary Club of Williamstown, Australia  
**What it benefits:**  
Ovarian cancer research  
**Dates:** 19-25 March



The charity RoCan, short for Rotarians Against Ovarian Cancer, was founded by a member of the Williamstown club after she lost a friend to the disease. The club's annual fundraising event, a seven-day bike ride covering more than 600 miles, became a way to raise public awareness of ovarian cancer and fund research into its cause and cure. The ride is limited to 30 cyclists, each of whom is expected to raise at least AU\$1,000.

### Break the clay



**Event:**  
Sporting Clay Tournament  
**Host:**  
Rotary Club of Texarkana Sunrise, Arkansas  
**What it benefits:**  
Local and international projects  
**Date:** 26 March

Fancy yourself an accurate shot? Put your skills to the test at this sporting clay tournament, the sequel to a successful 2021 event, in which competitors will take aim at clay targets. Teams will contend for a variety of prizes, and there is also a prize for the highest-scoring individual shooter.

### It's raining beer

**Event:**  
Rainhill Beer Festival  
**Host:**  
Rotary Club of Rainhill, England  
**What it benefits:**  
Local charities  
**Dates:** 31 March-2 April

Now in its 18th year, the Rainhill club's signature fundraiser features more than 100 barrels of beer and at least 20 ciders, with a prosecco bar among the options for wine drinkers. Food and soft drinks will also be available throughout the three-day festival, which saw more than 2,500 attendees the last time it was held. Raise a glass to celebrate the end of the month, then come back the next day to keep the party going.



Bolder policies to address obesity can help build a healthier future generation.

- Tax sugar-sweetened beverages
- Regulate marketing of food high in saturated fats, trans-fatty acids, free sugars, or salt to children
- Add subsidies to make healthy diets more affordable.
- Use front-of-package nutrition labelling to inform consumers of nutritional quality of the food products

## GOVERNMENTS CAN ADAPT POLICIES TO PROTECT PEOPLE FROM OBESITY BY:



Applying tax to  
sugar-sweetened  
beverages



Making healthy diets  
more affordable  
and accessible



Regulating marketing  
of foods which are  
high in fats, sugars  
or salt to children



Using of front-of-package  
nutrition labelling to inform  
consumer on nutritional  
quality of the food  
products



World Health  
Organization  
Western Pacific Region



# **ORATIO IMPERATA: PRAYER AGAINST COVID-19 or 2019 CORONA VIRUS DISEASE**

**Merciful and compassionate Father, we come to you in our need to seek your protection against the COVID 19 virus that has disturbed and even claimed lives. We ask you now to look upon us with love and by your healing hand, dispel the fear of sickness and death, restore our hope, and strengthen our faith.**

**We pray that you guide the people tasked to find cures for this disease and to stem its transmission. We thank you for the vaccines developed made possible by your guiding hands.**

**Bless our efforts to use these vaccines to end the pandemic in our country.**

**We pray for our health workers that they may minister to the sick with competence and compassion. strength in their commitment, protection from the disease.**

**We pray for those afflicted.**

**May they be restored to health.**

**Protect those who care for them.**

**Grant eternal rest to those who have died.**

**Give us the grace in these trying times to work for the good of all and to help those in need.**

**May our concern and compassion for each other see us through this crisis and lead us to conversion and holiness.**

**Grant all these through our Lord Jesus Christ your Son who lives and reigns with you, in the unity of the Holy Spirit, God forever and ever. Amen.**

**We fly to Your protection, O Holy Mother of God.**

**Do not despise our petition in our necessities, but deliver us always from all dangers, O glorious and blessed Virgin. Amen.**

**Our Lady, health of the sick, pray for us.**

**St. Joseph, pray for us.**

**St. Raphael the Archangel, pray for us.**

**San Roque, pray for us.**

**San Lorenzo Ruiz, pray for us**

**San Pedro Calungsod, pray for us.**





# DISCOVER NEW HORIZONS

**AT THE 2022 ROTARY INTERNATIONAL CONVENTION  
IN HOUSTON, TEXAS, USA, 4-8 JUNE 2022**

**Build connections. Exchange ideas. Share successes.**  
Register today at [convention.rotary.org](https://convention.rotary.org).

**And invite a friend to join you.**  
Nonmembers are welcome to register and attend.



**HOUSTON  
2022**







|| for the record ||

# THE CONNECTOR

**President-elect  
Jennifer Jones is  
poised to lead Rotary  
into a vibrant,  
diverse future**

**P**resident-elect Jennifer Jones' office at Rotary International World Headquarters in Evanston, Illinois, feels different from those of her predecessors, but that's in no way a result of the fact that on 1 July she will become Rotary's first female president. On the wall hangs a recent gift from a friend — a black scratch-off map on which Jones can record every Rotary destination she visits during the next two years. It's September, two months since she took office as president-elect, and on the map, only Chicago has been revealed — many planned events were canceled or postponed due to a rise in COVID-19 cases. Today, Jones is the only person on the 18th floor of One Rotary Center. There are no phones ringing, no fingers tap-tap-tapping on keyboards in the cubicles outside her door. One could do cartwheels through the Rotary boardroom and nobody would notice.

Photography by Monika Lozinska







Jones elbow-bumps her visitors, *Rotary* magazine senior staff writer Diana Schorberg and senior editor Geoffrey Johnson. Then, spaced apart at a table in her office, they discuss her vision for the year ahead. “If you start to think about how exponentially Rotary can touch the world, we’re more than a club,” Jones says. “We’re a movement.”

Jones is president and CEO of Media Street Productions Inc. in Windsor, Ontario, where she is a member of the Rotary Club of Windsor-Roseland. (Her husband, Nick Krayacich, is past president of the Rotary Club of La Salle Centennial and was recently selected as governor-nominee-designate of District 6400.) Her company’s specialties include radio and television production, corporate and nonprofit videos, and live show productions.

Using her media background to elevate Rotary’s global profile is one of the primary goals of her presidency, and Jones is planning what she calls the “Imagine Impact Tour” to showcase to the world several large-scale, sustainable projects in each of Rotary’s areas of focus. “I see this as a way of increasing our membership,” she says. “When we tell our stories, like-minded people will want to join with us.”

A Rotary member since 1996, Jones played a lead role in the organization’s rebranding effort by serving as chair of the Strengthening Rotary Advisory Group. She is co-chair of the End Polio Now Countdown to History Campaign Committee, which aims to raise \$150 million for polio eradication efforts. She also led the successful #RotaryResponds virtual telethon in 2020, which raised critical funds for pandemic relief and attracted more than 65,000 views.

Between more serious topics such as elevating Rotary’s image and its efforts toward diversity, equity, and inclusion, the conversation jumps around to the retro appeal of the 1980s television show *The Golden Girls* (its social commentary is relevant even today, Jones surmises) and dance parties (“Whenever a good song comes on, it’s hard to not get a little groove on,” she says). Toward the end of the conversation, Jones’ dad chimes in with a *ding* on her phone and the one-word message, “passed” — he’s still working at almost 80 years old and wanted to let her know he’d succeeded at an annual exam for his job.

“He is the sweetest thing,” she says with a smile. A few days earlier, his text to her

had included a heart emoji and the query “How’s fixing the world coming along?” With the family of Rotary behind her, Jones is well on her way.

### **You’re going to be Rotary’s first female president. What does that mean for Rotary?**

When I was selected, although the process was virtual, everybody went around the “room” to reflect on something that was said during the interview. One of the points that was repeatedly emphasized was that I was selected for my qualifications, not because of my gender. I didn’t enter the interview with gender being at the forefront of my thinking. However, I do think that for our organization, it was an

age, diversity of culture, diversity of gender, diversity of vocation, we bring that to the table. That is our secret sauce. That’s what allows us to solve things in ways that others can’t. We’re looking at it through that kaleidoscope of experience that we bring to the table.

There are going to be clubs that say, “No, we’re good. We’ve got diversity figured out.” And maybe they do and maybe they don’t. But I think we are uniquely poised as an organization at this time in history to be the honest brokers of these kinds of conversations. Because we’re nonpolitical and nonreligious, we have the ability to host this type of dialogue and do it in a safe space where we respect each other.

“Have you met a 25-year-old who is old? **We all have.** Have you met an 86-year-old who is young? Of course. **So I talk about young thinkers.**”

incredibly significant moment. Diversity, equity, and inclusion is so important not only for Rotary but for our world. Maybe my nomination is happening at the right time.

When I gave my acceptance speech at the 2021 virtual convention, I mentioned my 10-year-old niece during the opening. She had given me a drawing of herself that included the words, “Different is always better. Different is me.” I loved it and was so proud of her for proclaiming this statement, so much so, that I ended the speech using her exact words. [Being different is] nothing to apologize for. One of our core values is diversity, and this is another way that diversity is represented. It’s just that it took 117 years for that to happen.

### **What does diversity mean for our organization?**

There is diversity in our Rotary world, but is there diversity in our own most immediate sphere, our own clubs? When we have diversity of thought, diversity of

### **How will you redefine the role of Rotary president?**

I don’t know that I’m approaching the presidency from a perspective of change. I’m looking at it from the perspective of how we exist as a relevant organization in today’s culture and climate. How do we do things that are proactive and positive for our future?

Maybe it’s a bit of a shift in what we’ve been striving for over the past several years, in terms of reaching specific demographics. Perhaps we need to walk it more authentically. If we’re going to ask more women to join our organization and we’ve seen negligible results, perhaps this is an opportunity to inspire others to look forward and say, “If she can do it, so can I.” If we’re looking for younger members and younger thinkers to be in our organization, then we need to exhibit that behavior. We need to showcase why it’s important to them — to make sure we’re giving people meaningful, intentional things to engage with in our organization.



The biggest thing that I'm hoping I bring to the table is not gender but communication — how we communicate these things to our frontline members and others who are part of our family, to understand that being different right now is a good thing and that it doesn't change who we are. Our DNA remains true. Our core values stay true. Those are things that don't go out of style. But can we look at things through a little bit of a different lens right now?

**You're saying young thinkers as well as young members. What's the distinction?**

Have you met a 25-year-old who is old? We all have. Have you met an 86-year-old who is young? Of course. So I talk about young thinkers. It's something that resonates regardless of where I am in the world.

Embracing the fact that we are people of action speaks to our *joie de vivre*. We step out. We do things. That is what I think of in terms of young thinkers. We're the people who make things happen in our world and our community.

We have such a brilliant opportunity to capture what I like to call cross-mentorship.

Sometimes a great idea comes through the lens of experience, and sometimes it comes from someone who hasn't already been told that they can't do something or that it needs to be done this certain way. When we look toward younger participants in our organization, they give me hope that we can look at things through fresh eyes, that we can constantly be in a state of evolution.

This is going to be a very wide generalization: If you have a great new idea, and you give it to a Rotaract club, within days they figure out what it is that they're going to do. They've launched some sort of social media presence. They've called out and connected with partners. They've done all kinds of things. They take action really fast. Similarly, you can give it to a Rotary club, and what do we do? We form a committee and then we have meetings, lots of meetings.

That's not to be dismissive of that more deliberate path; I say that very much in jest. But the bureaucracy sometimes can bring us to a slow stop and be frustrating for people.

There is an opportunity for us when we look toward the younger demographic. They just do things differently. And I think that's something we truly can learn from them.

**You're a natural storyteller. What's the first sentence of the opening chapter of your presidency?**

It's one word: *imagine*.

**That's your theme, right?**

*Imagine Rotary.*

**How did you come up with that?**

*Imagine* to me is about dreams and the obligation to run after those dreams. I want people to think about the things that they want to achieve, and then use Rotary as the vehicle to get there. We have such a huge array of opportunities in front of us, but we need to channel our energies so that we make sustainable, impactful decisions about what we do. The most powerful thing for a member is to be able to say, "I have an idea." And then to share that with others and to amplify it and figure out where to go with it. *Imagine* is an empowering word, giving people permission to say that they want to do something to make their world better, and they can do it because they're part of this family.

**What is contemporary leadership, and how does your style of leadership fit in?**

The past two years have given us this deep opportunity to take a look at what's important to us and what things we want to get rid of, that carry too much baggage in our head and on our shoulders. Now we can look forward to how to do things a little bit differently and, probably most important, more authentically. How do we be true and honest to ourselves about what we want to spend our time doing, whom we want to spend our time with, and how we can work toward supporting each other better, not just as friends and neighbors but as humanity?

From a contemporary leadership perspective, we need to take the best from the worst. We've watched world leaders broadcasting from their kitchens and from their basements.

We have learned how to be different and more appreciative of other people's experiences. As Rotary, that's what we've been good at all along. This is our time to shine.

**What strengths and weaknesses do you bring to the presidency?**

I'm proud of being a connector. I like to connect people, and I like to connect people to stories. I'd like to see how that

can be harnessed. I think my strength is also in communication and looking at how we can do things just a little bit differently. The most important thing that we can do is make sure that every member of our organization understands what it is to be part of it. There are many different ways to communicate that, and it's not just about sending an email. It's about creating a reason for people to want to hear from the organization.

One of the things I want to do is go live directly following a board meeting. I want to tell people what their organization is doing — what just literally happened. Breaking news from the 18th floor in Evanston, and here is what it means to your club experience. Can we tell that story? I want to use some of the newer tools; when I'm traveling in the field, I will have my little GoPro camera. I want to field-produce my own presidency. I want to showcase what I just saw and what this person just said to me.

A weakness? Balance. Trying to take care of myself — trying to eat right, exercise, make time for friends and family. I'm not always good at it. I think this harks back to the conversation we're having about the pandemic. We've all had this opportunity to push the pause button. Sometimes we go a thousand percent toward something that we're working on, when that's maybe not the right approach. We can be stronger when we're better to ourselves. I think we've really learned this; at least I have.

One of the things that I have taken pride in my entire life is not dropping balls. I've arrived at a place where there is a lot going on, and at the same time I've given myself permission to drop some balls.

There are so many different ways that people now communicate, whether through email, text, WhatsApp, Facebook, LinkedIn, or Twitter. I've got two phones going. It's crazy. So I have given myself permission to walk away and to not be tethered to my phone. I'm aware of it, I am respectful of it, but I need to be a little bit more present. I could literally be communicating 24 hours a day. And that doesn't serve anyone.

**You are well known for being a hugger. So what's the new hug?**

That's a tough one. Elbow bumps are definitely going to be a pattern going forward, maybe a fist bump here or there. Hugs are probably on hold for a little while. ■





### IF I HAD MY LIFE TO LIVE OVER - by Erma Bombeck

*(written after she found out she was dying from cancer)*

I would have gone to bed when I was sick instead of pretending the earth would go into a holding pattern if I weren't there for the day.

I would have burned the pink candle sculpted like a rose before it melted in storage.

I would have talked less and listened more.

I would have invited friends over to dinner even if the carpet was stained, or the sofa faded.

I would have eaten the popcorn in the 'good' living room and worried much less about the dirt when someone wanted to light a fire in the fireplace.

I would have taken the time to listen to my grandfather ramble about his youth.

I would have shared more of the responsibility carried by my husband.

I would have sat on the lawn with my grass stains.

I would have cried and laughed less while watching television and more while watching life.

I would never have bought anything just because it was practical, wouldn't show soil, or was guaranteed to last a lifetime.

Instead of wishing away nine months of pregnancy, I'd have cherished every moment and realized that the wonderment growing inside me was the only chance in life to assist God in a miracle...

When my kids kissed me impetuously, I would never have said, 'Later... Now go get washed up for dinner.' There would have been more 'I love

you's, more 'I'm sorry's.' *But mostly, given another shot at life, I would seize every minute; look at it and really see it; live it and never give it back. STOP SWEATING THE SMALL STUFF!*

Don't worry about who doesn't like you, who has more, or who's doing what. Instead, let's cherish the relationships we have with those who do love us..







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World Rotaract Week starts today! Check out the event page to see how you can celebrate. Share your celebrations on social media with #WorldRotaractWeek

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