

RESOURCE DIRECTORY, ZONES 17 & 18

Zone 17: Districts 1380, 1390, 1400, 1410, 1420, 1430, 2223, 2320, 2330, 2340, 2350, 2370, 2380, 2400 & 2410

Zone 18: Districts 1360, 1440, 1450, 1461, 1462, 1470, 1480, 2231, 2250, 2260, 2275, 2290, 2305, 2310, 2360 & 2390

ROTARY YEAR 2019-20

ROTARY'S VISION STATEMENT

Together, we see a world where people unite and take action to create lasting change - across the globe, in our communities, and in ourselves.

REGIONAL LEADERS

Rotary's regional leaders - regional Rotary Foundation coordinators (RRFCs), Rotary coordinators (RCs), Rotary public image coordinators (RPICs), and endowment/major gifts advisers (E/MGAs) - use their knowledge and skills to support and strengthen clubs, to focus and increase Rotary's humanitarian service, and to enhance our public image and awareness.

Regional leaders work through districts to connect Rotarians with resources that support Rotary's goals and deepen its impact in communities locally and around the world. They also serve as trainers and facilitators at Rotary institutes, governors-elect training seminars, regional and zone seminars, district training, and other events when asked.

Appointed by the RI president or The Rotary Foundation trustee chair, regional leaders serve a three-year term, subject to annual review. There are 41 teams of regional leaders worldwide; each team is led by an RI director with support from a Foundation trustee, if one lives in the region.

Rotary



ROTARY
CONNECTS
THE WORLD

ROTARY INTERNATIONAL DIRECTOR (RID)



Piotr Wygnańczuk

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Rotary International Director (RID)

2018-20

The Board of Directors establishes Rotary International's policies and provides guidance that helps our clubs thrive. Clubs elect the directors at Rotary's international convention, and each director serves for two years.

ROTARY COORDINATORS

ZONE 17



Erik Stenström

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**Overall support, Zone 17 +
Supporting Finland & Estonia**

ZONE 18



Lena J. Mjerskaug

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**Overall support, Zone 18 +
Supporting D-1360 and Norway
+ "Online Tools"**

Rotary Coordinators (RC) assist Rotarians in engaging current members and attracting new members to develop vibrant clubs and meet their membership goals. They:

- Encourage innovative strategies for attracting and engaging members
- Support districts in new club development
- Help districts and clubs develop and implement strategic plans to reach their goals

ASSISTANT ROTARY COORDINATORS

ZONE 17



Mari Wennberg Zidén

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*Supporting Sweden (except D-2360 & D-2390)
+ Latvia*

ZONE 18



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*Supporting Denmark +
“Strategic Planning”*



Alexey Kutsenok

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Supporting the Russian Federation



Mingailė Subačiūtė

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*Supporting Lithuania & Poland
+ “Starting New Clubs”*



Nicke Salén

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“Club Visioning” (all districts in Zones 17 & 18)



Christer Liljenberg

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Supporting D-2360 & D-2390

ROTARY PUBLIC IMAGE COORDINATORS

ZONE 17



Johanna Talikainen

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***Overall support, Zone 17 (+ D-2360 & 2390) +
Supporting Finland & Estonia***

ZONE 18



Tore Jørgen Slettahjell

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***Overall support, Zone 18
(except D-2360 & D-2390) +
Supporting Norway & D-1360 +
"Rotary Branding"***

Rotary public image coordinators (RPIC) help Rotarians tell Rotary's story in a compelling way and guide them in their marketing, media outreach, and social media. They:

- Share Rotary's story and regional impact with the media and their communities, and equip district leaders to do the same
- Show district and club leaders how to use Rotary's online public image resources to increase brand awareness
- Advise districts and clubs on how to implement and regionalize Rotary's public image campaigns
- Publicize the role of Rotary and Rotarians in polio eradication

ASSISTANT ROTARY PUBLIC IMAGE COORDINATORS

ZONE 17



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Supporting the Russian Federation

ZONE 18



Jeanette Refstrup

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***Supporting Denmark +
"Strategic Communication"***

ZONE 17



Lars-Erik Rydbrant

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Supporting Sweden (incl D-2360 & D-2390)

ZONE 18



Mark Krawczynski

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Supporting Poland

TRUSTEE OF THE ROTARY FOUNDATION



Per Høyen

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Trustee of The Rotary Foundation (TRF)

2018-22

The Board of Trustees manages the business of The Rotary Foundation, the charitable arm of our organization. The Rotary International president-elect nominates the trustees, and the Board of Directors elects them to four-year terms.

REGIONAL ROTARY FOUNDATION COORDINATORS

ZONE 17



Mikko Hörkkö
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*Overall support, Zone 17
(+ D-2360 & D-2390)*

ZONE 18



Bjørn Aas
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*Overall support, Zone 18
(except D-2360 & D-2390) +
Supporting: Norway*

Regional Rotary Foundation coordinators (RRFC) help Rotarians fully participate in their Foundation to meet their service and fundraising goals. They:

- Encourage Rotarians to support PolioPlus, Rotary's highest-priority program
- Support clubs and districts in their fundraising, especially for Rotary's Annual Fund
- Educate clubs and districts about Rotary grants

ASSISTANT REGIONAL ROTARY FOUNDATION COORDINATORS

ZONE 17



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Supporting: Finland & Estonia

ZONE 18



Karsten Michael Sørensen
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Supporting: Denmark + D-1360

ZONE 17



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Supporting: Russia

ZONE 18



Antanas Čepys

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Supporting: Lithuania



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Supporting: Sweden (incl D-2360 & D-2390)

+ Latvia



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Supporting: Poland

END POLIO NOW COORDINATORS

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ZONE 18



Bjørg Månnum Andersson

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The End Polio Now Zone Coordinators provide leadership and foster awareness, advocacy, and financial support activities at the district and club level toward the achievement of the certification of polio eradication. They maintain current knowledge of the PolioPlus program and global polio eradication efforts, strategies, status and needs, including financial requirements, and promote the goals of Rotary's PolioPlus program through individual presentations to Rotary meetings upon request.

ENDOWMENT/MAJOR GIFTS ADVISERS

ZONE 17



Per Jannersten

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ZONE 18



Ingrid Grandum Berget

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Endowment/major gifts advisers (E/MGA) increase Rotarians' participation in major gifts fundraising and the Endowment. They:

- Develop personalized plans for identifying, cultivating, and soliciting major gifts in the region
- Promote major giving opportunities with Rotarians and other prospects
- Facilitate events that recognize and encourage current and new donors
- Work with district leaders to identify major gift strategies and prospective donors in the district

ROTARY'S STRATEGIC PRIORITIES AND OBJECTIVES

- *Increase our impact*
 - *Eradicate polio and leverage the legacy*
 - *Focus our programs and offerings*
 - *Improve our ability to achieve and measure impact*
- *Expand our reach*
 - *Grow and diversify our membership and participation*
 - *Create new channels into Rotary*
 - *Increase Rotary's openness and appeal*
 - *Build awareness of our impact and brand*
- *Enhance participant engagement*
 - *Support clubs to better engage their members*
 - *Develop a participant-centered approach to deliver value*
 - *Offer new opportunities for personal and professional connection*
 - *Provide leadership development and skills training*
- *Increase our ability to adapt*
 - *Build a culture of research, innovation, and willingness to take risks*
 - *Streamline governance, structure and processes*
 - *Review governance to foster more diverse perspective in decision-making*

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