

ZONES 17 & 18

RESOURCE DIRECTORY



ROTARY YEAR 2021-22



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'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.



**SERVE TO
CHANGE LIVES**

Zone 17: Districts 1385, 1390, 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 INTERNATIONAL DIRECTOR (RID)



RID VIRPI HONKALA
+358 444 394 800
virpi.honkala@fimnet.fi
Rotary International Director (RID)
2020-22

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



RC ERIK STENSTRÖM
+358 400 744 587
espaca63@gmail.com
Overall support, Zone 17
+ Supporting Finland & Estonia

ZONE 18



RC BJØRN AAS
+47 907 35 965
bjorn@vardaas.no
Overall support, Zone 18
+ Supporting Norway & Island
+ "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



ARC ALEXEY KUTSENOK

+7 918-2323232

aik@sochi.com

Supporting the
Russian Federation

ZONE 18



ARC TORKIL RØNNE

+46 072-7272 491

torkil@cuprus.se

Supporting Denmark
+ D2360 & D2390



ARC ANNA GODEVÄRN

+46 703 193 919

godevarn@gmail.com

Supporting Sweden (except D2360 & D2390)
+ Latvia



ARC ANGELIKA PRZEZDZIEK

+48 600-217777

a.przewdziek@rotary.org.pl

Supporting Poland



ARC MARTTI MATIKAINEN

+358-400-681 857

martti.matikainen@palvelukoti.com

Supporting Finland



ARC MINGAILĖ SUBACIŪTĖ

+370 600 641 49

mingaile.subaciute@gmail.com

Supporting Lithuania
+ “Starting New Clubs”

ROTARY PUBLIC IMAGE COORDINATORS

ZONE 17



RPIC NIKO NIEMI

+358 40 501 9362

nikoniemi@hotmail.com

Overall support, zone 17 (+ D2360 & D2390)

+ Supporting Finland & Estonia

ZONE 18



RPIC TORE JØRGEN SLETTAHJELL

+47 920 83 500

tore.slettahjell@gmail.com

Overall support, zone 18 (except D2360 & D2390)

+ Supporting Norway & D1360

+ “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



ARPIC ANNA TUMANOVA

+7 00792 727 01161

kitovanna_@inbox.ru

Supporting Russia

ZONE 18



ARPIC JEANNETTE REFSTRUP

+45 28 87 17 16

jr@strupstrup.dk

Supporting Denmark

+ “Strategic Communication”

ASSISTANT ROTARY PUBLIC IMAGE COORDINATORS

ZONE 17



ARPIC LARS-ERIK RYDBRANT

+46 (0)70 25 85 627

rydbrant@telia.com

Supporting Sweden (incl. D2360 & D2390)

ZONE 18



ARPIC DOROTA WCISŁA

+48 603 778 638

d.wcisla@gmail.com

Supporting Poland

TRUSTEE OF THE ROTARY FOUNDATION



TRUSTEE PER HØYEN

+45 4055 9418

per@hoyen.eu

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



RRFC MIKKO HÖRKKÖ

+358 40 557 6952

mikko@horkko.fi

Overall support, Zone 17
(+ D2360 & D2390)

ZONE 18



RRFC KARSTEN MICHAEL SØRENSEN

+45 408 648 24

kas@newmail.dk

Overall support, Zone 18
(except D2360 & D2390)
Support Denmark, Island & Lithuania

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



ARRFC ANDERS SVENSSON

+46 70 331 4943

svenssonandersrotary@telia.com

Supporting Sweden (incl. D2360 & D2390)
+ Latvia

ZONE 18



ARRFC BARBARA PAWLISZ

+48 601 64 6926

pawlisz.barbara@gmail.com

Support Poland

ASSISTANT REGIONAL ROTARY FOUNDATION COORDINATORS

ZONE 17



ARRFC TATYANA BROVKINA
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tatyana.brovkina.snz@gmail.com
Supporting Russia

ZONE 18



ARRFC OSCAR HØVIK
+47 930 30 479
oscar@bedriftsportalen.no
Supporting Norway

END POLIO NOW COORDINATORS

ZONE 17



EPNZC LEIF R. CARLSON
+46 70 593 4402
leifrcarlson@outlook.com

ZONE 18



EPNZC ANETTE CARLING LØWERT
+45 2424 8507
anette@lowert.dk

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



E/MGA LEILA RISTELI

+358 40 502 28 751

rotary.emgazone17@gmail.com

Supporting Zone 17 (+D2360 & D2390)

ZONE 18



E/MGA HELGE ANDERSEN

+45 21 77 96 50

dg1470-0607@rotary.dk

Supporting Zone 18 (except D2360 & D2390)

Endowment/Major Gifts Advisers (E/MGA) increase Rotarians' participation in major gifts fundraising and the Endowment Fund. 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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