

GUVERNOR'S MONTHLY LETER – July | August 2025

Dear Rotarians,



As I begin this Rotary year as our district governor, I would like to take a moment to share a little more about myself — not just as a governor, but as a Rotarian, a professional, and a person whose life has been deeply influenced by service, leadership, and collaboration with others.

My first connections with Rotary

My connection with Rotary began even before I became a member of a Rotary club. In 1994, as a high school student, I was one of 16 Latvian high school students selected to participate in a 10-day cultural exchange program in Copenhagen, Denmark. The program was organized by Kastrup Rotary Club. This experience opened my eyes to Rotary's international spirit, the power of intercultural understanding, and the warmth of people united by a common purpose. At the time, I didn't realize that this opportunity had planted a seed that would later grow into something much greater.

Education, entrepreneurship, and leadership

My academic journey began at the Stockholm School of Economics in Riga and the University of Latvia, where I earned bachelor's degrees in economics and business administration. (1992–1996). Later, I deepened my knowledge by obtaining a master's degree in finance and economics from the Stockholm School of Economics (Handelshogskolan i Stockholm) in Sweden (2002–2004).

I started my professional career in Business consulting at Deloitte Latvia, and later held leadership positions in the insurance sector, including serving as CEO and Chairman of the Board at IF Latvia/Sampo Latvia, Pirmais Brokeris and MAI Insurance Brokers. For more than ten years, I led teams and developed businesses in the insurance field.

Since 2012, I have turned my attention to organic fish farming and aquaculture, founding and developing a farm. In parallel, I have been involved in real estate management and development. These areas allow me to combine entrepreneurship with sustainability — values that are especially important to me.

My Rotary journey

I became a member of Riga Hansa Rotary Club in 2002, and from the very first day I felt among likeminded people—people who work with passion and heart for the good of society. I have held various Rotary positions in my club and our district, the main ones being:

- Club President (2015–2016)
- RYLA coordinator in Latvia (2017–2022)
- Governor's Assistant (2022–2024)
- Interact and Rotaract coordinator (2022–2024)
- Member of the organizational team for the Rotary International President Jennifer Jones's visit to Latvia (2022)



Visit of Rotary International president Jennifer Jones (currently - Rotary Foundation Trustee) in Riga October 2022

- Leader of the district conference organizational team (2023)
- On the organizational team for the Baltic Sea Summer Camp (2024–2025)

Each of these roles has given me an opportunity to cooperate with Rotarians of different generations — from young people to experienced leaders — and has confirmed Rotary’s ability to inspire, unite, and leave a positive impact in society.

A particularly emotional moment for me in my Rotary journey was awarding of Paul Harris Fellowship recognition in 2017, from Rotary International President Ian H.S. Riseley. That really was a special moment that strengthened my belief and passion that our joint Rotary work for society is important, meaningful, and has real purpose.



Awarding of Paul Harris Fellowship 1st level award by Rotary International president Ian H.S. Riseley in Rotary Institute in 2017

Rotary year 2025-2026

Assuming the role of Governor of District D2405, I do so with deep gratitude — to the people who have supported me, to the clubs that have inspired me, and to the Rotary values that have guided me for many years. At the start of the year, I want to sincerely thank those who have supported and helped me grow:

- My club — the Rīga Hanza Rotary Club, for their trust and ongoing support;
- Past District Governor Jānis Anderson, who encouraged, supported, and gave advice;
- Past District Governor Māris Slokenbergs, who once invited me into the Rotary family;
- The next District Governor Yael Tågerud — thank you for friendship, cooperation and active engagement;
- The Latvian public relations coordinator Anita Pužule — for reliable cooperation and determination;
- My partner and district trainer Mārā Majore — thank you for support and passion.



Photo of participants of Rotary D2405 district governor's handover ceremony in Riga, July 1, 2025

PEOPLE | PROJECTS | PUBLICITY

The motto of this Rotary year is ***Unite for Good***, which is a great motto that calls upon us all to engage and carry out excellent initiatives together.

The areas which I want to focus our work on this year are **People | Projects | Publicity**. In addition, the mutual connection is very important, because Rotary truly comes alive through connection and cooperation: meetings in friendly atmosphere, joint projects, and conversations in which we genuinely listen to each other, and together achieve great things. Regardless of whether you are new to Rotary or a longtime member — I invite all clubs in our district and all Rotarians in your activity to focus on these three main areas, which will define our impact, strengthen our clubs, and bring new energy to the entire Rotary family: Let us unite for good, dream bravely, and act purposefully.

PEOPLE — the heart of Rotary

Rotary has always been about people — about friendships, shared values, and the desire to do good. Therefore this year we will particularly emphasize the involvement of our members.

Practical steps for clubs:

- Find out what inspires your members — which events, projects, or speakers would be meaningful to invite;
- Involve members in project planning and implementation;
- Think about growth — recruit new members, encourage and form Rotaract and Interact clubs;
- Host open events for potential members;
- Promote cooperation between clubs — organize friendship exchanges or joint events.

PROJECTS — our service in action

To initiate good ideas and bring them through to completed projects — this is Rotary’s strength. This year we will plan and implement projects that are meaningful, visible to the public, and rooted in the needs of the community.

What clubs can do:

- Together prepare your club’s action plan for this year and carry it out in your activities;
- Participate in creative fundraising events, such as: Sunta Fun Run, Water Day, Polio week events, Rubber Duck races, etc. (from the district side we are ready to provide additional information and support for successful event organization);
- Agree on donation goals for Rotary International funds — Annual Fund, End Polio, and/or others.

PUBLICITY — let’s tell about Rotary and our good deeds

It is important that people outside Rotary learn about our initiatives, helping hands, etc. If we want to grow, build partnerships, and inspire others, it is important to publicly speak about what we are doing.

What to expect this year:

- The district will present a public relations strategy, will support publicity activities by providing information and posting materials on the district website and social media networks.
- Publicity shall be integrated in all our activities.

Looking to the future:

- When we focus on people, we grow stronger.
- When we invest in projects, we change the world.
- When we tell about our work, we inspire others to join.



DISTRICT’S ACTION PLAN

This spring the district team participated in an important action-planning event — a “District Visioning” session, in which we exchanged ideas and planned the district’s vision, plans, and future. Currently the district committees are finalizing action plans, which we plan to present to our district Rotarians in coming months. As a result of our joint work we have formulated our district mission:

**“In our district, we are a dynamic network
 that turns bold ideas into meaningful action.
 With impactful projects and shared leadership
 we empower youth, build partnerships,
 strengthen communities and shape a lasting change.”**



DISTRICT CONFERENCE – ROTARY FORUM

This year the district conference is planned as an open forum not only for Rotarians, but also for other interested participants. The district conference — ROTARY FORUM will take place in Riga, on 17-18 April 2026; the main theme of the ROTARY FORUM: **Civil society as a cornerstone of stability, sustainability and international cooperation**

GOVERNOR'S ACTIVITIES IN JULY AND AUGUST

The first months as a district governor have passed very quickly. In September I have scheduled to start visiting Rotary clubs. In August we have arranged several important meetings with the district team, past governors, as well as governors of neighbouring districts, to discuss current situation and future plans.

GOVERNOR CHAIN HANDOVER EVENT IN RIGA ON 1 JULY



This Rotary year began with the governor's chain-handover event, which took place on 1 July in Rīga, in the Botanical Garden. It's a great joy that more than 100 Rotarians from Latvia, Sweden, and Lithuania participated in the event, including 5 past district governors and our district's incoming governor. It was an excellent opportunity to meet and discuss topics relevant to us, as well as to begin new friendships and spark new ideas. During the event we organized a charity raffle, and together raised 330 EUR for projects initiated by youth clubs. Thanks to all lottery participants!

Photo of District governor D2405 and past district governors present at handover ceremony in Riga on July 1, 2025: from the left PDG Bo Söderling, PDG Guntars Kniksts, DG Jānis Teteris, PDG Māris Slokenbergs, IPDF Ulf Andersson, in the front PDG Jānis Andersons

I want especially to thank the Rotaractors and Interactors, who took part in organize the event; special thank you to the Cēsis Rotary Club for supporting the event with arranging the musical performance by young talents Rasa Sofija Grimms and Eduards Grimm from the Alfred Kalniņš Cēsis Music High School; and special thanks to Rīga Hanza Rotary Club for support in organizing the event.

Very great news for this Rotar year - we have started this Rotary year by founding a new Rotary club in Rīga - Rīga Daugava Rotary Club, and founding a new Interact club in Valmiera - Valmiera Interact Club. Special thanks to Valmiera Rotary Club for supporting this youth initiative; wish you success in cooperation and turning great ideas into good deeds!



Performance of young musicians Eduards Grimms and Rasa Sofija Grimma of Alfrēds Kalniņš Cēsis Musical School, who are supported by Cēsis Rotary Club in the Governor's chain handover ceremony of D2405 in Riga, on July 1, 2025

PARTICIPATION IN GOVERNOR'S CHAIN HANDOVER EVENT IN LITHUANIA, D1462



D1462 (Lithuania) district governor Egidijus Žukauskas and D2405 district governor Jānis Teteris at the district governor handover ceremony of D1462 in Panevezys on July 4, 2025

On 4 July I took part in the governor's chain-handover ceremony of Lithuania's Rotary district D1462. The Lithuanian Rotary district is the fastest growing Rotary district in Europe with 65 Rotary clubs, more than 20 Rotaract clubs and many Interact clubs. From discussions with Lithuanian Rotarians came good ideas for promoting activity among our district's Rotarians and ways to broaden our circle of Rotarians.

Already 3 years ago an international cooperation committee Latvia-Lithuania was established. Last Rotary year friendship has grown between several Rotary clubs of Latvia and Lithuania. Latvian and Lithuanian Interact clubs have also started cooperation and this spring Riga Interact club supported initiative of Lithuanian Interact - an excursion trip for Ukrainian children and youth to Rīga. Members of Riga Interact Club organized the programme for this visit to Rīga. I hope that during this Rotary year we will succeed in expanding cooperation. To promote cooperation between Swedish and Lithuanian Rotary clubs, I have reached out to other Swedish district governors to discuss and to agree how to coordinate the cooperation between Swedish Rotary clubs and Lithuanian Rotary clubs.

PRESIDENT CHAIN CHANGE EVENT OF LIEPĀJA ROTARY CLUB

I was truly pleased to take part in the Liepāja Rotary Club's president chain-handover event on 11 July this year in Grobiņa. Liepāja Rotary is the largest Rotary club in Latvia with 33 members, who actively engage in many of our district's initiatives and events. I wish success to the new president of the Liepāja Rotary Club, Jānis Vozņesenskis, and thank the outgoing president Mairis Plūksna for active work and support of Rotary's work and projects. One of the ideas discussed with the Liepāja Rotary Club is organizing a "Rubber Duck Regatta" charitable fundraising event next summer in Liepāja. I hope it will be successfully realized already in this Rotary year and that we can actively involve the public in fundraising initiatives for good projects and in informing people about our good deeds.



Awarding certificate of gratitude to Mairis Plūksna, Immediate past president of Liepāja Rotary club in the club's handover event in Grobiņa on July 11, 2025

MEETING OF GOVERNORS OF SWEDISH/LATVIAN ROTARY DISTRICTS

On August 1 and August 2 the district governors of all six Rotary districts of Sweden and Latvia held a meeting in Sweden. We discussed cooperation and joint initiatives important to all districts, especially focusing attention on club growth and member recruitment and engagement, publicity and public relations issues, as well as youth exchange programs as important areas to develop and improve. This year the 100th anniversary of the Rotary Club of Stockholm will be celebrated, which



is at the same time 100 years of Rotary activity in Sweden. To honor 100th Anniversary, various activities are planned, information about the events will be provided once the details will be obtained. The next meeting of district governors is planned as part of the Rotary regional conference FUSION 2025, which will bring together Rotarians from all across Europe and Africa, as well as from other countries. The Rotary regional conference FUSION 2025 will be held from 25 to 28 September in Brussels, and all Rotarians are welcome to participate. More information available at rotary-fusion-summit.org.

Meeting of district governors of all district in Sweden and Latvia on August 1-2, 2025

25 YEAR ANNIVERSARY OF CĒSIS ROTARY CLUB

This August Cēsis Rotary Club celebrated its 25th anniversary. Over these years Cēsis Rotary Club has actively carried out projects of various sizes, cooperated actively with German Rotarians, and has been involved in promoting the PolioPlus program, which is a great initiative.

Two years ago Cēsis Rotary Club, in cooperation with the district governor, organized the district conference, which was arranged at a high level with an interesting program and wide Rotarian participation. It is a joy to have active Rotarians in Cēsis Rotary Club who actively support district activities fulfilling assistant governor duties and heading district committees, as well as starting new initiatives in the district.

On the occasion of the 25th jubilee of Cēsis Rotary Club I awarded a recognition diploma to the long-time Cēsis Rotary club member Kārlis Tomsons, who was performing assistant governor duties for many years and actively supported the development of the Rotary movement in our district.



Recognition diploma granted to Cēsis Rotary club president Sandra Prāve (in the middle) on the occasion of 25th Anniversary of Cēsis Rotary club by Public Relations Committee members Fredrik Åberg (left) and Anita Pužule (right)



Awarding a recognition diploma to Kārlis Tomsons for the active work and support to district activities on the 25th Anniversary of Cēsis Rotary club

Appreciating and marking Cēsis Rotary Club's significant contribution to strengthening brand recognition and reputation of Rotary, the creative and purposeful approach in public informing, as well as bringing Rotary values — friendship, service, and professionalism — into everyday action, the District D2405 Public Relations Committee expressed gratitude to the Cēsis Rotary Club and presented a recognition letter for the Rotarians' initiative, enthusiasm, and persistence, which fosters the positive image of the Rotary movement and inspires other clubs in our district. The recognition letter is a confirmation of purposeful contribution and example that inspires.

May the coming years for Cēsis Rotary Club be filled with excellent projects, new active members, and new initiatives. Especially I wish success with the establishment of a youth club in Cēsis; I hope that will happen already in this Rotary year!

INTERNATIONAL COOPERATION LATVIA GERMANY, MEETINGS AND SUPPORT FOR UKRAINIAN REFUGEES

The international cooperation committee LATVIA-GERMANY was founded already in 2012, and the committee has actively promoted friendship of Rotary clubs (6 Latvian Rotary clubs have twin clubs in Germany) and cooperation between Latvia and Germany. With support from German Rotary clubs, assistance has for many years been provided to families of Ukrainian war refugees in Latvia.

On 20-21 June this year I had the opportunity to take part in the conference of German Rotary district D1890 and to share experiences about the help provided to Ukrainian refugees as a result of Latvian-German Rotarian cooperation and potential opportunities for future cooperation.

On August 9-14 the representatives of German Rotary District 1890 - Uwe Honschopp and Rolf Schwertfeger, visited Latvia. Uwe Honschopp represents the Hamburg-Volksdorf Rotary Club and is the Chairman of the Intercountry Committee

Germany-Latvia since 2024; Rolf Schwertfeger represents the Daenischer Wohld Rotary and is coordinator of the cooperation with Cēsis Rotary Club.

On August 11-13, with the financial support from German Rotarians and assistance of Latvian Rotarians, support shipments with various household and hygiene items were delivered to families of Ukrainian refugees in different Latvian regions — Daugavpils, Jelgava, Saldus, Liepāja, Talsi, Ventspils and Rīga.

Many thanks to Ilma Zālīte, chair of the Intercountry Committee Latvia-Germany, and German Rotarians Uwe Honschopp and Ralf Schwertfeger, whose active participation and work make this support project happen. The next support shipment for Ukrainian refugees is planned for November/December of this year.



LATVIAN ROTARY SUMMER GATHERING LATVIJAS ROTARY VASARAS SALIDOJUMS

It is a great pleasure to see the renewal of tradition in Latvia which was initiated more than 25 years ago by Liepāja Rotary Club. With the initiative of Rīga Rīdzene Rotary Club, Latvian Rotary summer gathering was organized in the middle of August, which gathered more than 70 participants from the Rotary clubs of Liepāja, Ogre, Salaspils, Jelgava, Cēsis, Valmiera, Rīga Rīdzenes, Riga International and Rīga Hanza. Also the newly founded Valmiera Interact Club took part! The event was also supported by Rotary clubs of Saldus, Rīga, Ventspils, Gulbene and Rīga Dzintars. Special thanks to the members of Riga Rīdzene Rotary club who made possible the revival of this tradition! Together we are a force that can accomplish both big and small things! May we succeed across the district to initiate, implement, and sustain various joint activities and projects, which at the same time bring Rotarians closer and also strengthen our connections, which also help create meaningful projects.



The next Latvian Rotary summer gathering organizer was unanimously chosen to be Liepāja Rotary Club! I wish success to Liepāja Rotary Club and active participation and support from all district Rotary clubs in creating the 2026 Rotary summer gathering — may the wish of the summer gathering's initiator, Liepāja Rotary Club active member Vita Rozenberga, come true — not to lose these beautiful and meaningful Rotary summer celebrations! See you in Liepāja in summer 2026!



PLANNED ACTIVITIES IN OUR DISTRICT IN COMING MONTHS

- In October 2025 we plan to organize seminars for club officers and interested persons in the following 4 areas:
 - Club development and member engagement and recruitment
 - Rotary Foundation – projects (qualification seminar mandatory)
 - Rotary youth exchange and other youth-oriented programs in our district (qualification seminar mandatory)
 - Public image and public relationsMore precise information about seminar times and content will be sent out in due course.
- In September 2025 I will begin visits to Rotary clubs in Sweden and Latvia. From September 9 to 12 September I plan to visit Eskilstuna RK, Eskilstuna Rekarne RK, Eskilstuna Kloster Munktell RK, Strängnäs RK, Södertälje RK, Södertälje Östra RK. From September 29 to October 3 I plan to visit Emmaboda RK, Kalmar RK, Kalmar Norra RK, Kalmar Öland Satellite RK, Mönsterås RK, Nybro Glasriket RK and Torsås-Bergkvara RK.
- In September 2025 we plan to complete our district action plan, discuss it in the district team and prepare a presentation for Rotary clubs.
- At the end of September our district “governor chain” participants (past governor, current governor, incoming governor, and the nominee for governor 2027-2028) will participate in the regional conference in Brussels — FUSION 2025, and the incoming governors will also take part in incoming-governors training.

I wish us all a successful Rotary year! May we succeed in activating our engagement and may our activities be interesting, meaningful, and generate positive emotions!

**IN OUR DISTRICT, WE ARE A DYNAMIC NETWORK
THAT TURNS BOLD IDEAS INTO MEANINGFUL
ACTION.**

**THROUGH IMPACTFUL PROJECTS AND SHARED
LEADERSHIP,
WE EMPOWER YOUTH, CREATE PARTNERSHIPS,
STRENGTHEN COMMUNITIES
AND SHAPE A LASTING FUTURE.**