



Member Tips



Zones 28, 29, 32

A Message for Business From Zone 17-18 Membership Newsletter

HOW CAN ROTARY HELP YOUR BUSINESS?

You may well have heard of [Rotary International](#), the world's largest voluntary service organization with its network of clubs. But the chances are you won't know much about it or what it does. And you probably won't think it has much relevance to you or your business. Well, actually, it does. Although membership of a Rotary club is for people who want to give something back to their community, it can also benefit you, your business, and your employees, in a variety of ways...

BUSINESS NETWORKING:

Rotary was originally established, 105 years ago, for networking purposes. It was only when it grew into a large, powerful force that its founders realized that it also had the power to help local communities and others less fortunate. Among the 55,000 members in 1,850 Rotary clubs across Great Britain and Ireland, there is a high proportion of business men and women and, because members of Rotary believe in high ethical business standards, there is a level of mutual trust and respect which can open doors to business opportunities. Not only is this the case within your own club, but also when two members wearing the distinctive Rotary 'wheel' lapel pin meet each other anywhere in the world, there is immediate empathy.

STAFF DEVELOPMENT:

Your employees can benefit enormously – not only will they mix with experienced business people and hear from interesting visiting speakers, they will also learn valuable skills. These will include event management, public speaking, organizing, time management and budget control – the sort of skills that would otherwise make a big dent in your employee training budget. Teamwork and leadership development are key aspects of Rotary and your staff will grow in confidence and maturity as they learn valuable 'soft' skills, such as how to motivate and get the best out of others, as well as themselves.

CORPORATE SOCIAL RESPONSIBILITY:

Whatever definition you use, CSR is all about companies acting responsibly, ethically, legally and with respect for the community and the environment, all of which are in keeping with Rotary's own guiding principles. Being a responsible Rotarian and getting involved in your community will inevitably enhance your and your company's standing with your customers.

FULFILLMENT AND FUN:

Helping others less fortunate and benefiting your community through worthwhile events and projects is incredibly fulfilling! If you doubt that, just have a look at the video 'Why Rotary?' at www.ribi.org and, because clubs are close-knit teams of like-minded people, they have great social lives together. All Rotary clubs have an extensive program of social events, many of which are designed to include other members of Rotarians' families too. These are in addition to enjoyable fund raising events such as dragon-boat racing, go-carting, sponsored bike riding, pancake racing or simply going round together collecting unused spectacles to send off to people who need them in Africa. Whatever you get up to in Rotary you tend to have a great deal of fun. Rotary is for men and women of all ages from 18 upwards, regardless of religion or ethnicity. Clubs meet to suit their members – before work, lunchtime, after work or even at weekends – and make good use of their time because they are busy people. The key thing is that, as a member, you want to use your skills, energy and sense of humor to give something back to your community. And by giving, you'll be amazed at what you get back! To find out more, and to find a club near you or even about starting your own new Rotary club with your colleagues and friends, go to www.ribi.org/about-us/how-to-join-rotary .

December 2009

Editor:
RRIMC Jim Ives

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On Sept 26th this year District 9680 chartered the Rotary Club of Rouse Hill with 26 Charter Members, and the club has since grown to 30 members and most likely will continue to grow quite quickly.

However it wasn't always looking like it would be the success that it is now. For almost 8 months the provisional club had only six potential members and the prospects were not looking all that bright. So what brought about the dramatic change?

Starting from the beginning, the provisional club was first mooted one year ago in Sept 2008, and a core of around 6 potential members began the Provisional Club of Rouse Hill. Two adjacent Clubs – The RC of Norwest Sunrise and the RC of Glenhaven undertook to be the Charter Clubs, and regular breakfast meetings were held for the new club.

However as is often the case another couple of neighboring clubs protested to District that this was their territory and as they were struggling for members – why would district contemplate a new club? Additionally they said, this is a new housing area where people could not afford Rotary!

Well yes Rouse Hill is a very fast growing new suburb in the other West of Sydney but the demographic figures showed that there was potential for a new club in this area, and in addition the Hill Shire with some eight clubs had a membership ratio of one Rotarian per every 1,100 residents; one of the lowest ratios of any Shire in 9680.

The normal type promotion of advertisement and articles in the local paper, letterbox drops, handouts at shopping centers following and during the next eight months the numbers only increased slightly to around 10 potential members. However in the same time, some 40 people actually attended at least one meeting- but didn't elect to stay. So why didn't they stay?

The meetings were held in a Rotary manner with plenty of Rotarians from other clubs coming along each morning, however the meetings revolved mainly around the topics of Rotary structure and getting the club going. As DG I realized that the guests coming to see if they would like to join Rotary were not actually having a chance to see Rotary in action. I therefore immediately changed the format, so that every meeting would be a true Rotary meeting with top guest speakers, discussion of projects and all those things that make up why we join Rotary. To do this I asked all the Presidents and immediate past Presidents of the eight clubs in the area, to run each meeting in turn and to make it one of the best meetings they have ever held. I asked them to think back as to what had been their best guest speakers and their best Rotary meetings and reproduce these for the new club. It worked!

Then we rang all the potential members that had slipped through the system, plus we produced a very nice color brochure which was mailed out to every home and business in the area. New potential members started coming in two's and

three's and staying. New projects were stated and as a result within three months the club had 26 members ready for chartering. What an amazing turnaround – and the only difference was how we went about!

So what are the does and don'ts?

Don'ts:

1. Don't be put off by neighboring clubs who fear they may lose membership. In our case the promotion of the new club actually resulted in also getting new members for those neighboring clubs. With the new club being a breakfast club, there were some potential members who wanted an evening club so it wasn't too difficult to get them signed up with a neighboring evening club- much to surprise of that club!
2. Don't run the provisional meeting along the lines of "discussion about the new club". This does not give the potential members any real view of what a Rotary club is all about.
3. Don't try to form a board too early., Don't ask people to take positions until the club is almost ready for charter; let Rotarians from the sponsor clubs take care of these roles until the club is up and bubbling.
4. Don't rely on traditional methods of publicity. Step outside the square and look for some the commercial type methods of getting the word out about the new club.
5. Don't believe that potential members are "interested in forming a new Rotary club"- they're not ! What they are interested in is finding out what Rotary is about and if they would like to be a member.

Do's:

1. Make every provisional meeting a first class Rotary meeting. Arrange for Presidents and Past Presidents of neighboring clubs to come and be President for the day and run one of the best meetings they have ever run. Top guest speakers are absolutely essential; and avoid too many speakers on Rotary subjects.
2. Ensure the promotional material is very professional and distribute it in a professional manner. We found distributing the letter and brochures via Australia Post every so much more effective than letter box drops. Our envelope simple said " Have breakfast on us- at the Mean Fiddler" (Mean Fiddler being a well know restaurant in the area) .
3. Start real Rotary projects from day one. Rotary is projects and the potential members who come along want to see Rotary in Action and get involved from day one.

The difference between doing it the right way and the wrong way – is a new club with 30 members and Rotary strengthened in the whole area.

Regards, Tony Castley PDG 9680

ROTARY MEMBERSHIP CAN ENHANCE OUR HOME LIVES

AND FAMILY INTERACTIONS

RI President John Kenny

My fellow Rotarians,

The idea of the family of Rotary is a simple one, and one that we celebrate every December during Family Month. Every Rotarian is part of the Rotary family – but our family is much larger than just our 1.2 million members. The family of Rotary includes every one of the men, women, and children who are involved in our work: the spouses and children of our members, our Rotary Foundation program participants and alumni, and all of those who are part of our programs, in the tens of thousands of Rotary communities around the world.

The youngest generation of the Rotary family is composed of our Rotaract clubs and Interact clubs, the participants in our Rotary Youth Leadership Awards program, our Ambassadorial Scholars, and our more than 8,000 Rotary Youth Exchange students every year. As in any family, our youth are our brightest promise for the future. Of course, it is my sin-

cere wish that many of these young people go on to become Rotarians in good time. But Rotary is a part of them even today – and they are a part of us.

My wife, June, and I have been married for over 40 years, and I have been a Rotarian for nearly as long. Although women were not eligible for Rotary club membership at that time, June has been a part of the Rotary family from the day I first entered the Rotary Club of Grangemouth. There is no question that my Rotary service has demanded a great deal of both of us since then – but there can be no question that we have both reaped more than we have sown.

I believe that Rotary club membership can and should enhance our home lives and family interactions. As we work to attract more and younger qualified members, we would do well to remember that today's young professionals are often balancing work and family



responsibilities. Adding in a commitment to Rotary service should complement, never compete with, those responsibilities. By scheduling meetings outside of the workday, planning activities that involve family members, and welcoming family members whenever possible, we help to ensure that every Rotary family will feel a true part of the greater Rotary family.

Every club should strive to achieve a balanced interaction between Rotarians and their families – and the family of Rotary. Only by working together, as a family, can we ensure that the Rotary of today grows into an even stronger Rotary of tomorrow.

John Kenny, President, Rotary International

Change of Direction for 2010-11

Last month the RRIMC's received a letter from President John Kenny, informing us as to a board decision that will support change for the 2010-11 Rotary year. The Board reviewed the RI strategic plan and it is now focused on three priorities, one of which is to support and strengthen Rotary clubs. Concurrently, President-elect Ray Klinginsmith, in planning for the 2010-2011 Rotary year, is seeking to align RI committees and volunteer positions with the new strategic plan.

As part of President-elect Ray's review, the RRIMC program will be replaced effective 1 July 2010. There will be successor positions known as Rotary Coordinators whose responsibility will include working with RI directors and district leadership to provide information and resources on membership issues and on other aspects of Rotary.

The Board agreed that there will be the same number of Rotary Coordinators as there are Regional Rotary Foundation Coordinators. President-elect Ray also plans a fresh start in appointing this new cadre of volunteers and anticipates making his appointments before 1 December. The RRIMC's will still be available for your events up to July 1st, and will be delighted to attend your Assemblies, PETS, District Conferences, or any other meeting you anticipate needing help from Membership type people.

We are sure you will be hearing further details in the near future from President Elect Ray.

Last week, while in the Dominican Republic, my wife Pat and I had the pleasure of meeting Rotarian Bill Gaimster and his wife Anne. Bill is a 33 year charter member and Past President of the Rotary Club of Barnsley Rockley in District 1270, England, and Anne is a proud, active member of Inner Wheel.

Bill and I had some wide ranging discussions about Rotary and life in general, and he shared with me some thoughts from the perspective of a member of RIBI (Rotary in Britain and Ireland) that I'd like to now share with you:

It's an honor to be asked to be a Rotarian. Bill, by admission, is not a joiner. I was reading the new Dan Brown book, "The Lost Symbol", about the Masonic Brotherhood, and Bill told me that, although he had Masons in his family, he is not a Mason. He *is* a Rotarian because he was **honored to be asked** to join Rotary!

All Rotary Clubs are unique, and we should celebrate all they do! Too often, Rotary International and Rotary Districts are more interested in promoting their newest emphasis or latest project, rather than congratulating their Clubs on all the wonderful work they are doing locally and around the world. We should recognize the achievements of every Rotary Club, every day, and thus encourage them to do more!

Members will join if asked, but they stay if they are involved. For a Rotary Club member to become a committed Rotarian, they must be engaged in the Club's activities and fellowship. Good speakers, meaningful projects, and a sense of family create an environment of camaraderie that promotes Club growth.

I want to thank Bill and Anne Gaimley for confirming to me what I've been telling others for years: Rotary is a unique opportunity to serve humanity with other community leaders who also enjoy having "fun with a purpose". As Rotarians, "Each one should reach one and keep one", to insure our organization flourishes for another hundred years!

Miscellaneous Membership Tips

Evening session to introduce Rotary to prospective members.

We sent out numerous invitations to individuals we thought would be would make great Rotarians, knowing that for one reason or another, a relatively small percentage would attend. We also invited the spouses, because of the importance of their support for any active Rotarian. Hors d'oeuvres and beverages were served.

We kept the program relatively short, utilizing two DVD segments obtained from Rotary International, and enlisted two members to talk about our Club's history and our involvement with the international aspects of Rotary, particularly the exchange student and Group Study Exchange programs.

The first time we did this event, we gained two new members. This time we will gain another two, or possibly three new members.

David Fair, Port Allegany Rotary Club, D-7280

Where do Rotarians come from? Well, you say, they come from everywhere. Our local businesses or professions, our local residence areas, etc. No, what I mean is how do people come to be Rotarians. The simple and by far the most common answer is that another Rotarian invited them to join their local Rotary club. That's the secret. That's where good Rotarians come from. You have to ask good people to join your club. New members don't just pop into your meetings and ask to join. They are invited.

Unfortunately a troubling statistic from Rotary International states that ninety percent of active Rotarians have never asked anyone to join Rotary. Ninety percent. Can you believe that? It's true. Odds say that you are one of that ninety percent. You don't have to stay in that group. Break out of the mold. Jot a few names down on a sheet of paper. Then simply ask them to join you at your next Rotary meeting.

If you enjoy being a member of your club, chances are your friends will also. If you are excited about Rotary, your friends will be excited too. It's not hard. Ask a friend to join Rotary today.

Karl Ohrman D-7300 Membership Chair

District	Zone	PRIOR YEAR			CURRENT YEAR ACTIVITY TO DATE				2009 - 10 MEMBERSHIP GOAL			District	
		08 - 09 Year-end		Net Inc / Dec RY 08 - 09 # Mem	09 - 10 Start Figures		31 October 2009		Net Inc / Dec # Mem	09 - 10 Year-end			31-Oct-09
		# Clubs	# Mem		# Clubs	# Mem	# Clubs	# Mem		GOAL	%GOAL Achieved		
Canada, USA: Illinois, Iowa, Michigan, Minnesota, Nebraska, North Dakota, Wisconsin													
5580	28	66	3,258	4	66	3,205	66	3,218	13	66	X	19.70%	5580
5650	28	46	2,425	34	46	2,318	46	2,330	12	50	X	24.00%	5650
5950	28	60	2,909	-48	60	2,880	60	2,891	11	191	X	5.76%	5950
5960	28	64	3,249	-61	64	3,168	65	3,211	43	240	X	17.92%	5960
5970	28	55	2,963	-14	54	2,882	54	2,938	56	54		103.70%	5970
6000	28	63	4,235	0	63	4,184	63	4,185	1	210	X	0.48%	6000
6220	28	41	1,927	-45	41	1,929	41	1,944	15	41		36.59%	6220
6250	28	60	3,338	-9	60	3,281	60	3,271	-10	150	X	-6.67%	6250
6270	28	59	3,298	-20	59	3,254	59	3,230	-24	59		-40.68%	6270
6420	28	49	2,155	-79	49	2,107	49	2,136	29	49		59.18%	6420
6440	28	71	2,689	20	71	2,640	71	2,642	2	71		2.82%	6440
6450	28	66	2,230	-86	66	2,231	66	2,209	-22	66	X	-33.33%	6450
		700	34,676	-304	699	34,079	700	34,205	126	1247		10.10%	
Canada, USA: Maryland, Michigan, New York, Ohio, Pennsylvania, West Virginia													
6290	29	62	3,144	-19	62	3,049	62	3,060	11	124	X	8.87%	6290
6310	29	32	1,461	-20	32	1,457	32	1,449	-8	32	X	-25.00%	6310
6360	29	58	2,962	-53	58	2,886	58	2,897	11	58		18.97%	6360
6380	29	54	1,886	-34	53	1,803	53	1,792	-11	105	X	-10.48%	6380
6400	29	51	1,803	-2	51	1,749	51	1,754	5	150	X	3.33%	6400
6600	29	67	3,976	-95	67	3,868	67	3,897	29	264	X	10.98%	6600
6630	29	55	2,370	-9	55	2,308	55	2,306	-2	55		-3.64%	6630
6650	29	48	2,110	-60	48	2,067	48	2,068	1	48		2.08%	6650
7120	29	68	2,649	64	68	2,590	68	2,590	0	100	X	0.00%	7120
7150	29	46	1,434	25	46	1,396	46	1,385	-11	46		-23.91%	7150
7170	29	45	1,604	19	45	1,578	45	1,569	-9	45		-20.00%	7170
7190	29	46	1,405	-9	45	1,363	45	1,360	-3	45		-6.67%	7190
7280	29	43	1,427	-26	43	1,416	43	1,423	7	43	X	16.28%	7280
7300	29	49	1,292	6	49	1,252	49	1,273	21	119	X	17.65%	7300
7330	29	43	1,267	-54	43	1,234	44	1,249	15	10	X	150.00%	7330
7350	29	45	2,049	-22	44	2,033	44	2,019	-14	44		-31.82%	7350
7370	29	35	939	-31	35	910	35	918	8	110	X	7.27%	7370
		847	33,778	-320	844	32,959	845	33,009	50	1398		3.58%	
7210	32	66	1,934	35	66	1,952	66	1,945	-7	157	X	-4.46%	7210
7230	32	47	1,544	-4	47	1,520	47	1,494	-26	94	X	-27.66%	7230
7250	32	38	962	33	38	923	38	966	43	38		113.16%	7250
7260	32	33	1,053	-34	33	1,048	33	1,046	-2	50	X	-4.00%	7260
7390	32	49	2,554	53	48	2,499	48	2,537	38	48		79.17%	7390
7410	32	44	1,129	43	44	1,116	44	1,109	-7	50	X	-14.00%	7410
7430	32	49	2,159	19	49	2,087	49	2,081	-6	110	X	-5.45%	7430
7450	32	55	1,845	-17	54	1,800	54	1,805	5	54		9.26%	7450
7470	32	55	1,366	27	55	1,336	55	1,353	17	176	X	9.66%	7470
7490	32	53	1,376	51	53	1,357	53	1,331	-26	60	X	-43.33%	7490
7500	32	40	1,327	-32	40	1,289	40	1,291	2	50	X	4.00%	7500
7510	32	43	1,251	19	43	1,239	43	1,255	16	50	X	32.00%	7510
7640	32	56	1,374	7	54	1,325	54	1,327	2	50	X	4.00%	7640
7780	32	41	1,940	19	41	1,904	41	1,914	10	41		24.39%	7780
7850	32	40	1,633	46	40	1,602	40	1,592	-10	100	X	-10.00%	7850
7870	32	59	2,503	9	59	2,489	59	2,496	7	72	X	9.72%	7870
7890	32	63	2,521	39	63	2,446	63	2,454	8	63	X	12.70%	7890
7910	32	54	1,718	-25	54	1,683	54	1,676	-7	50	X	-14.00%	7910
7930	32	46	2,055	-36	46	2,026	46	2,022	-4	92	X	-4.35%	7930
7950	32	65	2,597	17	65	2,535	65	2,531	-4	75	X	-5.33%	7950
7980	32	61	2,614	7	60	2,559	60	2,529	-30	189	X	-15.87%	7980
		1,057	37,455	276	1,052	36,735	1,052	36,754	19	1669		1.14%	

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