

**Membership in the  
Governors monthly  
newsletter.**

We have to remind the clubs continuously about Membership issues. So ask your governor for some space in his monthly newsletter. What is not visible will not get priority.



**Rotary International  
Membership Newsletter**

*Zone 15*

*August 2008*

Let our target be that our members will feel as well in Rotary as the summer flowers in the meadow.



Membership discussions with incoming club presidents at the PETS are of vital importance.

## Membership development

**Welcome to a new Rotary year** with a new RI president, new district governors, and new goals.

D.K. Lee has strong focus on membership development and he has set very tough goals.

Let these goals serve as a challenge to achieve positive development in Rotary.

Continuity is important for membership development. The work done by the DMC (District Membership Chair) and the district committee is the investment for Rotary's future.

That's why it is evident that each district has to formulate its own goals which are realistic and stimulating.

Membership growth can only happen in the clubs. So the most important job for the district committee is to support the clubs with creative activities like organizing training seminars and discussion opportunities. And of course make sure every club has a membership responsible person.

At the Membership seminar in Tampere 2-3 October I am looking forward to meeting DMCs from all districts in Sweden, Norway, Denmark, Iceland, Finland, Poland and Russia. Imagine what a fantastic exchange of experience we will have there. If you have not yet registered, please do so now.

*Christina*



## WE are your support resources

**RRIMC** (Regional Rotary International Membership Coordinator)

**Christina Bredin**, handling Sweden, Latvia and Russia

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**Please do not hesitate to contact us** when you need advice, when you need to try ideas, or if you want us to come to your district and talk membership. We are looking forward to coming to you.

## District Membership seminars

All districts should arrange Membership seminars and invite club membership chairs, incoming presidents, presidents and AGs.

Below you find a list of membership seminars planned for this autumn.

Date	Dist	Place
3/9	2400	Markaryd
9/9	2400	Ronneby
11/9	2400	Halmstad
16/9	2410	Linköping
20/9	1380	Jakobstad
26/9	2220	Moscow
11/10	2340	Karlstad
18/10	2340	Hallstahammar
25/10	2380	Mullsjö
Okt	2360	To be advised
Nov	2370	To be advised

In many districts Membership is given time at the District conference, which is highly recommended.



## Regional Membership seminar



**Rotary Institute 2008**  
**Tampere, Finland**  
**1-5 October**

[www.rotary.fi](http://www.rotary.fi)

### Welcome to the Membership seminar for zones 15 and 16

**Place:** Tampere, Finland

**Time:** 2-3 October, 2008

If you have not already registered for participation please do so today. You will meet Rotarians involved in membership from Finland, Russia, Sweden, Poland, Denmark, Norway, and Iceland.

You will also get a chance to meet our RI-president D K Lee. This seminar will give you inspiration and possibilities to exchange experience and discuss new ways of addressing membership issues in a district.

**Who should attend:** DMC, members of district committee, DGN, PDG

Register here: [institute2008.nettisivut.fi/](http://institute2008.nettisivut.fi/)

The complete program is available on this site.

## Membership development 2007-08 in Finland, Russia, Baltic countries and Sweden

Global membership increase was 3.09% this period. Unfortunately this was not the case in our part of the world. We need to take actions in the districts.

The figures for all districts and the totals are available in a separate pdf-file which can be downloaded from the home site.

		Starting Figures		Database Figures				
		01 July 2007		30 June 2008				
District	Zone	# Clubs	# Members	# Clubs	# Members	# Increase/ Decrease	% Increase/ Decrease	
<b>N. &amp; E. Sweden, Finland, Russia, Baltic States</b>								
FI	1380	15	33	32	1,083	1,073	-10	-0.92%
	1390	15	59	58	2,346	2,321	-25	-1.07%
	1400	15	41	41	1,362	1,368	6	0.44%
	1410	15	61	62	2,369	2,405	36	1.52%
	1420	15	73	74	3,213	3,211	-2	-0.06%
	1430	15	52	52	1,835	1,855	20	1.09%
RU	2220	15	49	46	987	938	-49	-4.96%
SE	2320	15	46	46	2,391	2,381	-10	-0.42%
	2330	15	52	53	2,572	2,535	-37	-1.44%
	2340	15	57	55	2,730	2,615	-115	-4.21%
	2350	15	69	68	3,622	3,591	-31	-0.86%
	2370	15	45	44	2,249	2,173	-76	-3.38%
	2380	15	48	48	2,593	2,564	-29	-1.12%
	2400	15	58	58	3,163	3,132	-31	-0.98%
	2410	15	71	71	3,381	3,340	-41	-1.21%
2360	16	67	68	3,766	3,787	21	0.56%	
2390	16	62	62	3,404	3,366	-38	-1.12%	

## Rotary's image

**Membership and PR need to cooperate for best results.**

Rotary International has decided to continue the program for PR-grant for districts during this rotary year. The grants are designed to assist districts in reaching the general public by promoting Rotary and improving its public image.

Districts are recommended to use Rotary's PR material from the campaign [Humanity in motion](#) to spread a consequent message.

Grants up to **10,000 USD** will be awarded.

- Only the district can apply for the grants and only one application per district.
- The district has to contribute with at least one third of the total amount of the PR grant.
- The PR grants will be evenly spread out around the globe.
- The district committees for PR are recommended to cooperate with district governors to develop a PR plan for the district.

Applications for PR grants have to be sent by e-mail or ordinary mail not later than **1st October 2008** to

[prgrants@rotary.org](mailto:prgrants@rotary.org).

## Invite new members

**With a new rewarding system D K Lee will encourage clubs and districts to take actions for membership growth.**

Clubs which reach a membership growth of 10% during 2008-09 will get a diploma signed by the RI president. At district level two new clubs have to be started and a membership growth of 10 %. Clubs and districts with the highest percentage growth will be rewarded on scene at the RI convention 2009 in Birmingham, UK. To guarantee the reward, clubs should update their membership information on the membership web latest 15th May.



A new member sponsor pin for 2008-09 is now available in blue. Order it through RI licensed vendors and give to club members who have recruited new members.

ROTARY PR TIPS will appear in your mailbox every month if you are a subscriber. Register here [pr@rotary.org](mailto:pr@rotary.org)

## District governors

Dist	DG	e-mail
1380	Pentti Silvenoinen	<a href="mailto:pentti.silvennoinen@kotiportti.fi">pentti.silvennoinen@kotiportti.fi</a>
1390	Anna-Liisa Kiiskinen	<a href="mailto:anna-liisa.kiiskinen@ymparisto.fi">anna-liisa.kiiskinen@ymparisto.fi</a>
1400	Juhani Alatalo	<a href="mailto:juhani.alatalo@elisanet.fi">juhani.alatalo@elisanet.fi</a>
1410	Pentti Pirttilä	<a href="mailto:pentti.pirttila@pp1.inet.fi">pentti.pirttila@pp1.inet.fi</a>
1420	Heimo Nummela	<a href="mailto:heimo.nummela@kolumbus.fi">heimo.nummela@kolumbus.fi</a>
1430	Juoko Tuomisto	<a href="mailto:j.tuomisto@dnainternet.net">j.tuomisto@dnainternet.net</a>
2220	Wladimir Vasilkov	<a href="mailto:w@w3552.spb.edu">w@w3552.spb.edu</a>
2320	Åke Sandorf	<a href="mailto:ake.sandorf@telia.com">ake.sandorf@telia.com</a>
2330	Monica Robin-Svensson	<a href="mailto:mrobinsvensson@telia.com">mrobinsvensson@telia.com</a>
2340	Tommy Svanborg	<a href="mailto:tommy@insede.se">tommy@insede.se</a>
2350	Pelle Öhlund	<a href="mailto:pelle.ohlund@telia.com">pelle.ohlund@telia.com</a>
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2370	Britt Hernell	<a href="mailto:britt.hernell@telia.com">britt.hernell@telia.com</a>
2380	Sigvard Oscarsson,	<a href="mailto:sigvard.oscarsson@telia.com">sigvard.oscarsson@telia.com</a>
2390	Lars Danielson	<a href="mailto:lars.danielson@telia.com">lars.danielson@telia.com</a>
2400	Per Wiström	<a href="mailto:pellewist@glocalnet.net">pellewist@glocalnet.net</a>
2410	Gunilla Thurfjell	<a href="mailto:gunilla.thurfjell@thurfjellkonsulter.se">gunilla.thurfjell@thurfjellkonsulter.se</a>

## Membership chairs

Dist	DMC	e-mail
1380	Olavi Wetterstrand	<a href="mailto:olavi.wetterstrand@netikka.fi">olavi.wetterstrand@netikka.fi</a>
1390	Timo Hänninen	<a href="mailto:timo.hanninen@phnet.fi">timo.hanninen@phnet.fi</a>
1400	Leila Risteli	<a href="mailto:leila.risteli@oulu.fi">leila.risteli@oulu.fi</a>
1410	Markku Holopainen	<a href="mailto:markku.holopainen@edimaster.fi">markku.holopainen@edimaster.fi</a>
1420	Hannu Ervamaa	<a href="mailto:hannu.ervamaa@kolumbus.fi">hannu.ervamaa@kolumbus.fi</a>
1430	Pekka Helo	<a href="mailto:pekka.helo@iki.fi">pekka.helo@iki.fi</a>
2220	Alexander Kotov	<a href="mailto:kotovfam@mtu-net.ru">kotovfam@mtu-net.ru</a>
2320	Margareta Helander	<a href="mailto:marghel@telia.com">marghel@telia.com</a>
2330	Ann-Britt Åsebol	<a href="mailto:ann-britt.asebol@telia.com">ann-britt.asebol@telia.com</a>
2340	Christina Bredin	<a href="mailto:christina@bredin.pp.se">christina@bredin.pp.se</a>
2350	Vakant	
2360	Jerry Brattåsen	<a href="mailto:jerry.brattasen@ale.se">jerry.brattasen@ale.se</a>
2370	Åke Norrman	<a href="mailto:ake.norrman@scania.com">ake.norrman@scania.com</a>
2380	Rune Åström	<a href="mailto:runeastrom@telia.com">runeastrom@telia.com</a>
2390		
2400	Vibeke Hyttén-Cavallius	<a href="mailto:vibeke.hylten-cavallius@redcross.se">vibeke.hylten-cavallius@redcross.se</a>
2410	Leif R Carlsson	<a href="mailto:lemoca@telia.com">lemoca@telia.com</a>