



# The Future of Rotary is in Your Hands

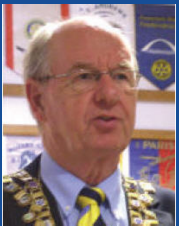
2009-2010 RI Theme: President elect John Kenny in San Diego  
Newsletter on Membership Development for Rotarians in Zone 16A:  
Denmark, Faroe Islands, Greenland, Iceland, Lithuania, Norway and SW Sweden

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Editor:  
RRIMC  
Jan Willumsen,  
jw-consult@youmail.dk



Birte Marie



Herman



Peter



Jan



Katarina

## An exiting and busy spring---!

On 16.- 18. February I attended the annual seminar for RI Zone Coordinators in Chicago, where there was ample opportunity to exchanging experiences between countries. The task is to continue to assist Governors and their teams in creating a growth strategy through retention, recruitment and new clubs.

Inspired by the exchanges in Chicago, I think that we in the Membership Development work – even more than before – need to discuss and go ”deeper” than we normally do. Normally we look at “sales figures”, charts, statistics and dry figures.

I therefore believe that we should find room for a debate on some of the topics most frequently discussed between Rotarians, topics which are fundamentally important for membership –and club development.

The last Newsletter brought a thought provoking article on the successful development and debate on the value base in Copenhagen Morning RC written by President-elect Kate Nøhr – the article has subsequently been published in the Rotary Norden.

This time we would like to highlight another important issue: What is our position to the age distribution in Rotary ? The high average age of Rotarians is a serious problem, and we all agree that it should be reduced through the inclusion of many, young new members.

But is it also an “opportunity” with older members in our clubs ? President-nominee Helena Nymann writes about it in her article ”Genuine patina has always been valuable – also in Rotary”.

Also this time there must be room for a ”sunshine story”, this time from Iceland. I had the great pleasure to visit this beautiful country in March as a guest speaker at DGE Sveinn Skúlasons PETS. Our Icelandic friends are – despite the crisis – filled with optimism, and Iceland is the Nordic country with the finest development when speaking of new members in Rotary – see the table below.

DG Ellen Ingvadóttir wrote the ”sunshine story”.

Later in march I was invited to the PETS meeting in Lithuania with no less than 100 Rotarians all of them “lit” and enthusiastic around DGE Virginijus Contrimas. He will go down in Rotary history as the first Governor from Lithuania in the Danish district 1460. Present was of course DG ”KK” alias K.K. Jensen. As shown below, Lithuania has undergone a very positive development.

Most recently: In late April I was privileged to be invited to ”Distriktssamråd” in D-2400 in Kristianstad in Sweden as the guest of DG Per Wikström, DGE Sten Liljedal and Membership Chair Vibeke Hyltén-Cavallius. Present in a very positive atmosphere were 130 fine Rotarians. A wonderful experience !

In Iceland as well as in Lithuania and Sweden I was welcomed in a very warm and inspiring way. Thank you very much !

Good luck to all Governors and Presidents 2009-2010 !

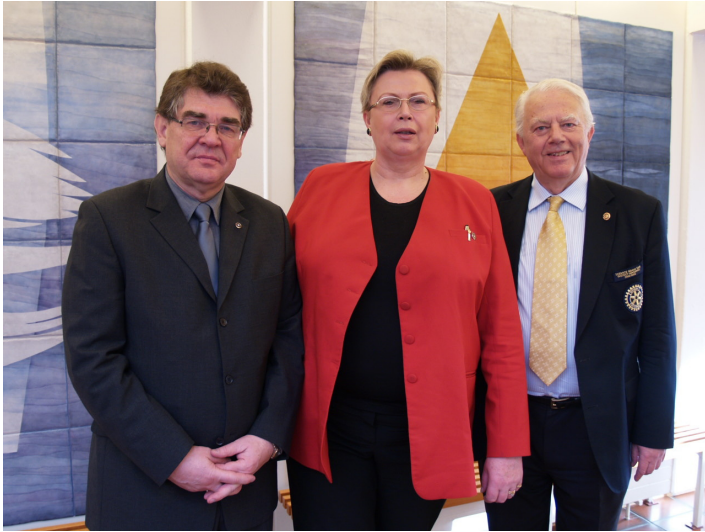
To all of you: See you in Warsaw in September !

Jan Willumsen



<http://www.warsawrotaryinstitute2009.pl/>

## Iceland proud of membership development - 30th club established



DGE Sveinn Skúlason, DG Ellen Ingvadóttir and PDG Jan Wil-lumsen

26 February 2009 will come down in the history of District 1360 - Iceland, as a historical day as this not only marked the day of the establishment of a new club, but also the day when Iceland met the RI condition of 30 clubs in a district. The number of charter members of the new club is 42 and according to the first president of the club, Gudmundur Th. Jónasson, the majority of the charter members are new Rotarians! The venue of the new club, whose name is Rotary Thingóll - Kópavogur, is the metropolitian area, or the township of Kópavogur, which is adjacent to Iceland's capital city of Reykjavík. The club meetings are held on Thursdays at 17:30.

In these times of cloudy skies and grim global economic traumas, the strengthening of Rotary is indeed encouraging and challenging, not only for Rotarians, but for everyone looking towards Rotary Interntional for help and collaboration.

## Genuine patina has always been valuable – also in Rotary

By Helena Nymann, President Nominee, Københavns RK

**"A senior member may be of great value as a mentor".**

**"To me, the synergy between generations plays an important role in making membership of a Rotary club a unique experience of a lifetime".**

**"We need Rotarians of all generations to get the whole of a Rotary club to function optimally".**

***"Helena, you happened to sit down at the "Snaps-table". Here we always drink a snaps with our lunch". I looked around and yes, I was with the "old boys" of the club. I thought I would show them that I could manage a snaps, and I – then the youngest member of the club ! – answered cheerfully: "Well, as you know, I work in an auction house and are accustomed to be surrounded by antiques which I love because I know what real patina is worth !"***

"Old boys network" is a designation of Rotary which we often meet, but is this a fair predicate ? Of course, in a very narrow light, Rotary is often seen as a club of elderly gentlemen who are or have been "big noise" in society. Indeed, many members are managers of successful companies or hold positions in highly estimated boards. But we are also may younger members – like me ! And finally, we have the old boys at the " Snaps-table", enjoying their retirement after many active years.



Well, we meet ALSO these senior Rotarians at the weekly meetings, but to be sure, Rotary is blessed with many different types of members from all walks of life and with many facets – different professions and different generations. This is exactly why Rotary is so important for me !

What characterises Rotary is also that people want something more than merely discussing their professions and positions. They have one goal in common – the desire for a network that is based on good business relations and inspiring and instructive lectures. This to be combined with many other "Rotary doings" which make Rotary very special compared with other network associations.

All this makes Rotary unique !

Rotary should reflect the realities of the environment around us both in age and gender distribution. With the right focus we can create the right balance enabling young male and

female leaders to find value in the rotary network – even if the run into a couple of “old boys”. As a young leader you run into people from other generations in your daily life, anyway.

I have been a member of Rotary since 2002 and is today 38 years old. I have always found it rewarding and encouraging that some members are belonging to older generations. Why is it, that “a little patina” can create value for the club – and for me ?

As a young business leader the meeting with senior business managers with whom you can discuss non-everyday challenges of management, be very rewarding. This is why the benefits to a young leader are obvious. You have the opportunity of sparring with the older members. The different approach can contribute to identify the problems from different angles thus giving the young leader an expanded insight.

A senior member may be a valuable mentor.

To me, the synergy between generations plays an important role in making membership of a Rotary club a unique experience of a lifetime.

In Rotary, we have many important humanitarian projects which is a reason why young people choose Rotary. But the projects can be very time consuming, and again it is a great advantage that the members from the “Snaps-table” have more time available than the young members to run these activities. Because of these older members it has been possible to implement many important projects, projects which I am proud of being a part of, and which I can – unfortunately – not take credit for being the prime mover for !

We need Rotarians of all generations to get the whole of a Rotary club to function optimately; the club life, the external relations and the Rotary work at the district – and international level.

The “Snaps-table” in our club has long time ago been closed down and the regulars are now included in the normal rotation between tables. And fortunately so, because it would be a shame if we were to miss the wisdom, humour and “surplus” – which is exactly some of what I appreciate the most at the weekly Rotary meetings.

## RI Membership Report by Country

### - Selected Countries

Area	30. 6. 06		30.6.07		30.6.08		Diff. 06-08	
	Clubs	Members	Clubs	Members	Clubs	Members	Members	%
Australia	1.175	34.422	1.169	33.950	1.160	33.811	-611	-2%
Belgium	241	9.658	244	9.727	246	9.740	82	1%
Brazil	2.331	50.925	2.322	51.454	2.311	52.264	1.339	3%
Canada	729	28.345	726	27.843	726	27.623	-722	-3%
Denmark	270	11.724	275	11.790	276	11.725	1	0%
England	1.450	49.106	1.442	48.778	1.452	46.035	-3.071	-6%
France	1.008	33.546	1.016	33.498	1.023	33.592	46	0%
Germany	910	45.094	935	46.431	944	47.247	2.153	5%
Holland	469	19.615	472	19.538	476	19.612	-3	0%
Iceland	<b>29</b>	<b>1.121</b>	<b>29</b>	<b>1.134</b>	<b>29</b>	<b>1.154</b>	<b>33</b>	<b>3%</b>
India	2.696	91.089	2.718	93.029	2.809	98.870	7.781	9%
Italy	748	41.845	756	42.112	762	42.354	509	1%
Japan	2.325	101.370	2.323	99.574	2.314	97.642	-3.728	-4%
Korea	1.309	52.003	1.347	54.722	1.383	57.367	5.364	10%
Lithuania	38	1.101	39	1.146	41	1.198	97	9%
Norway	334	13.153	329	13.012	328	12.860	-293	-2%
Phillipp	801	20.175	777	19.728	790	20.422	247	1%
USA	7.761	383.697	7.795	379.545	7.816	376.321	-7.376	-2%
Whole W	32.756	1.222.788	32.943	1.224.168	33.270	1.231.483	8.695	1%