

MEMBERSHIP MATTERS



ZONES 22, 23 & 24 MEMBERSHIP NEWSLETTER

Centenarian Joins Rotary



Eulah Pollock finally found time to join Rotary. And it wasn't for lack of the Rotary Club of Englehart trying to get her to join sooner. But she always told them she was too busy but thought she would have time after her 100th birthday. So the Club held her to her promise and on a Tuesday night in September, on her actual birthday, Eulah became what is probably Rotary International's oldest new member.

www.rotaryzone22.org



Englehart is a small town of about 1500 residents in Northern Ontario with huge spirit. The Rotary Club has 30 members and is very active in the community. For years Eulah Pollock has been one of the driving forces in the town. She was the secretary/treasurer of the family business until she was 78 when she retired. She was a charter member of the Englehart Chamber of Commerce and active on the local school board for



years. Many of her extended family, including her brother, are members of the Rotary Club of Englehart and Eulah was involved with a GSE Team from the Dominican Republic in 1990s becoming a surrogate mother to some of the team members. But she still didn't have time to join Rotary. She actively hunted partridge until she was 85 and got her first computer when she was 98. Her favourite cyber hobbies include watching the stock market, playing euchre and exchanging emails with family and friends. Her comment on her longevity and vitality included "all things in moderation" and "you just have to go with the flow". Eulah was inducted into Rotary by AG Murray Green, D7010, who brought greetings from DG Tom Bennett and Rotary International.

Membership Matters
is a newsletter for
Rotary Leaders in
Zone 22, Alaska,
Canada, the Russian
Far East, Siberia, St.
Pierre and Miquelon
and in Zones 23 & 24,
comprising districts
along the West Coast
from Canada to the
Mexican border and
the State of
Hawaii

Although Eulah would already be age exempt from attendance she has every intention of attending every weekly meeting. She stopped driving when she was 98 but now says "look at all of the drivers I have" to ensure she makes the weekly Rotary meetings.

Is there a moral here for Rotarians who feel they should only ask someone to join Rotary once? Definitely – continue to ASK, ASK, and ASK. If a potential member was worth asking the first time, then they are definitely worth asking again and again until they get the answer right.



www.rotaryzone23/24.o

In this issue:

- Pg 1—Centenarian Rotarian
- Pg 2— Is Rotary the Missing Piece
- Pg 3—Hands Up, Baby, Hands Up
- Pg 4 - A Racing Model Towards 2020
- Pg 5 —Profile on a RRIMC
- Pg 6—Zone 22/23/24 Information
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IS ROTARY THE MISSING PIECE??

By RRIMC Mike Cooksey, Zone 22 East



I recently read in the Globe and Mail careers section a very interesting article entitled "The Tyranny of Meaningful Work". Barbara Moses basically says people persist in searching for some greater meaning outside themselves, as if it were a commodity that could be objectively be quantified. And when they don't think they've found it, they become distressed.

The search or pursuit of meaningfulness or its cousin, passion, is not new but the article calls it "today's hottest commodity". This widespread preoccupation should be a welcome sign for Rotary Clubs. What it does is, it allows Rotary to fill this void in their professional lives. In part it's a reflection of relentless work demands, and the feeling of never really accomplishing anything fulfilling. It makes sense to ask what end is served if the means is abandonment of loved ones and/or comprised health. In part, it's because some people are motivated to do value-driven work that serves a purpose beyond generating profit or paying the bills, such as improving the planet or helping others. Meaningfulness is subjective. We all construct our own meaning from our own values and desires.

I prescribe to the theory that and everyone the roadmap to meaningful (work). Rotary's motto of "Service above Self" could be amended to "Service for Self" to fill the void of meaningful work. The up and coming generations (Generation X and Y) see things somewhat differently than the Baby Boomers and Traditionalists. They value not only community and making a difference but also learning, family and personal happiness. Rotary provides these values and the ability to make a difference. But there are other reasons they need to consider Rotary. Leadership training, vocational experiences, the Rotary family, fellowship activities and the opportunity for inner personal happiness are all reasons why Rotary meets a need.

Then why are these professionals and entrepreneurs not lining to join our organization in droves? I think it is two things: ***We do not educate the prospect about Rotary ideals of service and personal growth which is meaningful to many of them and second we are not "making the ask"***.

At our core, we all want our lives to count and to leave a legacy. For some, this may constitute doing service that serves a higher purpose. For others, it may mean doing service that stretches them or allows them the opportunity to express their creativity. This builds as we derive meaning from other life arenas such as family and vocation.

To me it is a simple equation – $M = F + S + V + C$

Meaningfulness = Family + Service + Vocation + Community

Hands Up, Baby, Hands Up

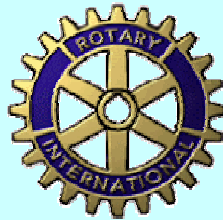
By John Gordon, PP Rotary Club of Barrie, Ontario



You've been a member of a Rotary Club for a long time. Or maybe you just recently became a member with your club. Have you ever taken the time to think about the meaning of your Rotary pin? Do you think that it was designed by accident and without a lot of thought? I think not. I think a great deal of time was spent in the design and the symbolism that is represented by this pin. When a new member is inducted into my club, a part of the induction ceremony includes the words, "Wear this pin proudly and others will come to know you as a Rotarian."

Starting from the outside, the logo is comprised of a band of a gear wheel that has 24 cogs. The gear wheel is the symbol of business and industry. The 24 cogs represent the 24 hours in the day. The next band is divided into 4 segments. These are not divided equally, but I think still represents the four corners of the world. North, South, East and West. The next is 6 spokes that join to a keyway at the centre. The six spokes are the 6 oceans of the world.

It is interesting that there are two between the six spokes and the key-spokes represents the land and the that are large continents or small islands may be many or few, they are toms and habits and yet in this pin,



voided areas in the logo. These are the areas way in the centre. The area between the people that live there. We have land masses lated islands. The people living on these of different colour and have different cus-they are all equal.

The keyway in the centre is also empty. That is the spot for you to be. The spot where you belong.

If you are in a room and you are asking for a volunteer, someone will put their hand up to let you know that they are there to help. What this keyway looks like to me is a volunteer with their hand up. Someone who is able and willing to get engaged. To get the gears working and moving. To make their community and their world a better place to live in.

If you are not striving for perfect attendance, you are not completely engaged. Your hand has come down a little bit. You are not completely committed. If you don't attend the committee meeting of your club, your hand is down a little bit further. If you don't join in with the social activities and the opportunities for fellowship with your fellow club members, your hand is down just a little bit further. If you don't help with the fundraising activities of your club, your hand is down just a little bit. If you don't contribute annually to the Rotary Foundation, your hand is down a little further. If you don't give your time to be a leader for your club or district, your hand is down just a little bit.

In order to get the wheels of doing good in the world working, you need your hand to be up. If your hand is not up all the time, there is no engagement and the wheel cannot move around.

So, the question that I have to ask is this. "What can I do to encourage you to be joyous about putting your hand up and being completely engaged in the work of Rotary that helps so many people around the world? 24 hours a day. No matter whether you are from the north, south, east or west. No matter what your religious, cultural or ethnic background is, if you have a need, chances are that a Rotary volunteer is willing to help you. How can I help you to want to be that willing volunteer?"

From the Land Down Under - Australian MM Jul 2008

A Racing Model Towards 2020

RRIMC Sylvia Byers, Zone 7A & 8A

Towards 2020: The Presidential Membership Conference held in Canberra July 2008 marked the beginning of a year of work to strengthen Rotary clubs throughout Australia.

As I listened to what people had to say about membership matters over the three days it became increasingly clear that it is possible to achieve the model we need to have in this changing society - and importantly, it is up to each one of us to make this happen in our clubs. We **can** make this happen! Rotary is and must remain a winner. We all like to be on a winner and although not a "rev-head," I could not help thinking about the similarity between some aspects of Rotary and international sports as I saw racing cars flash around the track on my television screen.

I read that auto racing is one of the most watched

sports on television in the world. What if Rotary could be like this with people glued to the television or accessing U-tube to find out the latest news about our work!

It appears there are two main groups in motor racing, participants and spectators. However, as people watch motor sports and see skilled drivers compete they may not fully understand the need for, and value of a support team that keeps participants on track. And so it is with the work of Rotary and the level of understanding by others. *If we think of Rotarians as participants and our community the spectators, it is up to us to involve as many spectators as we can so that they not only understand what we do and how we do it but are with us as we work to achieve the model we need in this changing society.*

Public relations resources for clubs

RI provides a variety of materials to assist your club in developing and implementing a public relations strategy:

- [Effective Public Relations: A Guide for Rotary Clubs](#) (257) is must-read material for club membership committees. This how-to guide offers basic tools and tips for promoting your club's activities to the public.
- [Humanity in Motion public relations tools](#) on DVD and CD-ROM are sent annually to every club. Rotarians should use these to try to obtain free or low-cost placements from their local media.
- Subscribe to the free [Rotary PR Tips](#) e-newsletter.
- [Download PR writing templates, fact sheets, and tips for working with the media.](#)

If your club has consulted these materials but would like additional training to learn more about public relations strategies, consider these resources:

- The [RI Public Image Resource Group](#) member in your region
- Your [regional RI membership coordinator](#)
- Your district public relations committee
- PR and media professionals in your community (invite them to serve as trainers or speakers at club meetings or special events.)

PR professionals can help your club learn how to negotiate for free advertising and media coverage. But sometimes large-scale public relations campaigns come with a price. If your club has a proactive, creative idea for a public relations campaign, contact

RRIMC Zone 23 - Judi Beard-Strubing



Judi Beard-Strubing is a native Oregonian. She is married to Bob Strubing and has three married children and three precious granddaughters. She joined Merrill Lynch in 1983, where she was Assistant Vice President and Senior Financial Advisor prior to her retirement in 2008. Judi remains a partner in the Allen-Strubing Group within the company, and continues consulting with her partner, as a PIA portfolio manager. Judi has been an active volunteer in the Eugene community for some 35 years. Currently, she serves as a Trustee on the Board of Northwest Christian University. In 2001, Merrill Lynch named Judi the recipient of the National Life Time Achievement in Community Service Award. As a 1993 charter member of The Rotary Club of Eugene Airport, Judi served as club president during 1998-1999 and has served in many district capacities. She served Governor for District 5110 during the Rotary Centennial Year, 2004-2005. She traveled to Honduras in 1999 as part of a Rotary Discovery Grant team, Bolivia in 2004 as part of a Rotaplast medical team, and in 2006 she traveled with a team building fuel-efficient stoves in the highlands of Guatemala. She returned to Bolivia in 2008 to oversee the completion of some grant-funded projects and explore other possible projects to benefit the Bolivian people. She is a member of the Paul Harris Society, Major Donor, and the Rotary Bequest Society. Judi has served as GNATS and GETS Instructor, International Trainer and RI President's Representative. Her 2008 Rotary responsibilities include GETS Administrative Chair and Regional RI Membership Coordinator. Judi and Bob enjoy time in the Southwest and Latin America exploring their interests in Native art. The fall weekends find them at every University of Oregon football game, whether at home or out of town. Their real joy is family time spent with their children and granddaughters.

Where's Our President?

To find out where Pres DK Lee has been and other information go to

<http://www.rotary.org/en/AboutUs/RotaryLeadership/RIPresident/Pages/ridefault.aspx>



D.K. and Young with Past RI President Luis Giay and his wife, Past District Governor Celia Giay, at the presidential membership conference in Buenos Aires, Argentina. Watching them is a statue of Paul P.Harris.



The presidential membership conference in Buenos Aires focused on child mortality issues.

Try Again!!

Last month the editor indicated that Membership Matters is very much a members driven publication. It is an opportunity for Rotarians to express their views and suggestions on what can be done to help increase membership in our organization.

The editor would very much like articles from Clubs and Districts on what is happening in your areas. What are some of the success you are having and why. Where are you having difficulties. By sharing your successes, you encourage other Rotarians to try the same technique or improve upon it (if that is possible!). Please submit your articles to the editor whose email is listed on the first page of this publication.

The editor would also note that while articles may be edited somewhat for fit, the intent of the article will be maintained. The opinions expressed in articles are not necessarily the opinion of the editor or Rotary International but rather the opinion of the people who matter most—you, the Rotarian.

Diary Dates "

January 18 - 25, 2009	International Assembly	San Diego, California, USA
June 21 - 24, 2009	RI Convention	Birmingham, England
September 14 - 20, 2009 <i>"Party on the Prairie"</i>	Zone 22(24) Institute	Edmonton, Alberta, Canada
January 17 - 24, 2010	International Assembly	San Diego, California, USA
June 20-23, 2010	RI Convention	Montreal, Canada

2008-2009

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2008-2009

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