

# MEMBERSHIP MATTERS



ZONES 22, 23 & 24 MEMBERSHIP NEWSLETTER

## Class of 2009-10 GETS Prepped

GOVERNOR ELECT TRAINING SEMINAR FOR ZONES 23 AND 24



Barbara Risher Welch,  
RRIMC Zone 24

The DGE'S are trained up and ready to GO ....or better yet ..... they are "ARMED AND DANGEROUS"!! On September 22 – 25, 2008, the Governor Elect Training Seminar was held in Portland, Oregon. The topics for this three day intense seminar were Leadership, Communication, Membership, District and Club Responsibilities, Risk Management, Financial Responsibilities, The Rotary Foundation and Event Planning.

Most importantly of course were the MEMBERSHIP sessions!! We started off with a "Name That Tune" game, originally produced by Past RRIMC, Rosemary Barker Aragon. It is a fun game with songs from the 40's to current day. The teams tried to recognize the songs with just a few seconds of play time. The purpose of the game is to raise awareness that songs are truly generational and if we have music at Rotary, it should span the generations. We did have some cheaters though... the IPHONE has software that recognizes music playing in the room and displays it on the IPHONE. Not only do we need to keep up with music changing, but also with the technology that allows teams to cheat at this game!! (Ed. - Our DGEs cheat???).

The next session was entitled "It's All About Membership"! We talked about how the governor can impact membership and selecting the right people for the right jobs: the new concept of District Regional Membership Coordinators; how to build strong Clubs; to recruit and retain more effectively; how to find AND induct our Rotary Alumni; promoting Rotary's public image; and how to use resources. The following session – "It's STILL all about Membership" allowed for interactive time on the previous topics. The last membership session gave the DGEs a chance to approach membership challenges and opportunities through specific case studies. My colleague, Judi Beard-Strubing, RRIMC of Zone 23 and myself enjoyed training the DGEs in Membership.

Needless to say, our Districts are in good hands with these very qualified Governor Elects who have called their class the "Pilots". They will soar high through their year as Governor and make membership a top priority. The *Pilots* know it is imperative for them to talk membership 24/7 and will encourage their flight team to do the same. **Remember "Every Rotarian Every Year" for BOTH Membership AND our Rotary Foundation!!**

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Editor—PDG Bryn Styles D7010 [bryn.styles@gmail.com](mailto:bryn.styles@gmail.com)



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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

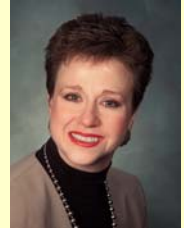
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## ECONOMIC DOWNTURN HURTING ROTARY?

By RRIMC Judi Beard-Strubing

*Editor Note— because of the timeliness of this article it was published in its entirety.*



We're hearing reports that some areas of North America are experiencing resignations from Rotary due to the economy. Because the reports we get from RI are often delayed, we have no way of checking to see if this is true for the districts in Zone 23. (We're also advised that another aspect of this is that we may experience a pull back in giving to TRF.)

This is one of those critical times to work together. Seven things you can do:

1. Check the district records to see if the economic situation is affecting membership numbers in your district. (You may need to prod the clubs for accurate records of losses.) Are there areas that are being particularly hard hit? Industries that are being affected?
2. Talk with the clubs about sensitivity to those who might be feeling the pinch because of company cut-backs. Offer ways to help the clubs identify those who may potentially leave and be sure those members feel their membership has **value** and a **special meaning to them** - i.e. engagement and involvement. (Businesses may also begin to cut expenses and may not subsidize their employee's dues and/or sponsorship of Rotary events. This could have a huge effect on our clubs.)
3. Consider the "New Generations" or "After Five" model in setting up new clubs, which can mean a less expensive approach to meals and venue. Some clubs may also wish to consider converting to this model.
4. Be creative! Dues are not the big expense - food, fines and contributions tend to be what our members find expensive. Consider some of the following:
  - 5<sup>th</sup> meeting of the month - "brown bag" at the business of one of the members - make it a Vocational Day.
  - Meet and eat with Interact Club at school - good for connection and communication with our young future Rotarians and school lunches are cheap!
  - Picnic at a local park during the summer.
  - Are there less expensive meeting venues? How about Churches or other town meeting halls? Meals can be "brown bag" or Sub sandwiches.
  - Talk with the restaurant about simpler lunches, i.e. soup and sandwich.
  - Re-evaluate "fining." Ask each member twice a year for their estimate of personal club fines for that period. Encourage "Happy Dollars" as an alternative.
  - Look for hands-on projects to give members alternatives to just writing checks.
  - Consider setting up "Rotary First Harvest" as a district/club project - great for hands-on and community involvement.
  - Consider joint project with County Extension (or whatever group in your community) to teach young families how to do things for themselves: gardening, canning, sewing, home repairs, carpentry (all the things our schools are no longer able to teach.)
  - Big Foundation Gala a tradition? Consider instead a "Subsistence" Dinner (based on a typical Third World meal) with a minimum donation for dinner, but a great program inviting contributions to TRF. Money goes to TRF instead of to a fancy meal and evening for the attendees.

*Cont'd from pg 2—Economy Hurting Rotary?*

5. Friendship and socializing is an important part of Retention. Plan simple monthly events, i.e. "First Friday" - keep it inexpensive and be creative.

- BYOB drinks and appetizers
- Potluck dinners
- Desserts and games
- Super Bowl Chili Party at one of members' home (or several homes if your club is larger.)
- Mystery dinners
- High School ball games
- Costume parties
- Access to a farm? Hayrides, barn dance
- Pumpkin Carving party
- Christmas Tree cutting with hot cocoa and cookies afterward

Divide into 12 groups and each group draws a month for which they're responsible in coming up with a fun and inexpensive social event.

6. Keep your radar tuned to any signs of difficulty.

7. **Call on your RRIMC** for assistance, information or ideas -- that's his or her job!

(Note one specific idea to counteract attrition from D5160:

Concord CA Rotary has set up a program called "Shoulder to Shoulder" for proven (their word) Rotarians who have fallen on hard times. The term is six months, renewable one time for another six months. Dues and meal costs are waived; in turn the Rotarian has to commit to attendance and participation in club projects and activities. The thought is that the loyalty will be rewarded when the participants get back on their feet.) What ideas can you share from your district?

**If we approach this in a proactive way, we may cause a member to put resigning from Rotary or cutting on Foundation giving further down on that list of where they will cut corners!**



## How Does Your Club Recognize the Guest Speaker??

Each week at most Rotary Club meetings we usually give our guest speakers a small gift for speaking to our Club, the speaker quite often gives out flyers or brochures about the subject of their presentation. Clubs could consider giving to the guest speaker a copy of the "Basics of Rotary" which is a great information flyer about Rotary, a copy of it was included in the August edition of the Rotary Down Under magazine. Clubs could also give the guest speaker a brochure about the Clubs achievements and what it has done locally and internationally. How many Clubs actually ask the guest speaker to join Rotary?

**"In over 100 years of Rotary no Rotarian has ever been known to die from asking someone to join Rotary!"**

## Membership Stats—31 Oct 2008

A Note from Ron Beaubien

RI Membership & Retention Committee Chair



As we all know, President DK's recognition program is based on - 10% net growth and 2 new clubs per District based on the 1 July 2008 start figures. We now have the start figures and it is time for all of us to go to work!

**"We know that membership is everyone's responsibility. But too often, when something is everyone's responsibility, it ends up being no one's responsibility. To revitalize Rotary's growth, we need to embark one vision that makes it the job of every single Rotarian to bring in - and mentor - one new member, every single year."**

Each one of us as Rotarians must take the first step and sponsor someone for membership in the WORLD'S premier service organization!

WHY NOT EVERY ROTARIAN EVERY YEAR FOR MEMBERSHIP?

**IS IT WORKING?**

**YES!!!**

As of 31 October 2008 - comparing our starting date of July 1, 2008, Membership is **UP 13,222** new members for the Rotary World - a 1.10% increase; however, we have a big challenge to reach 1.3 million members this year.

President DK has made a **major stand** in membership by focusing on 12 Presidential Membership Conferences directed toward club Membership Development chairs and Club Presidents including District Membership Development Chairs. As part of his commitment to keeping membership growth a major priority and one of his key emphasis, President DK will be personally attending all 12 Presidential Conferences.

We need your leadership to reach our goal of 1.3 million members.

**DK is counting on each of us!**

## RRIMC Dave Robinson - Zone 22 West



Dave joined Rotary in 1981 as a Charter Member and treasurer of the Langley Central Club. He has been a member of the Abbotsford, Lionsgate North Vancouver and Vancouver clubs. He was Rotaract chair for Districts 5040 and 5050 for five years and when he stepped down as Rotaract chair, every Rotaractor in both districts personally contributed to his first Paul Harris Recognition. Dave finally decided to settle down in Rotary and rejoined the Abbotsford club where he served on the District 5050 RYLA committee.

After serving on various District committees for a number of years, Dave decided it was time to be Club president and became President of the Abbotsford club in 1996/7 and the club earned a Presidential Citation. In 1997/8, he was Assistant Governor for Area B; in June 1999, elected at the Rotary International Convention in Singapore to be Governor for Rotary District 5050 during Rotary Year 1999-2000 and as Governor the District earned a RI Presidential Citation;

For Rotary Year 2000-2001, RI Past President and Chairman of the Trustees of the Rotary Foundation Herb Brown appointed him to serve as a National Advisor for Canada and the United States for the Permanent Fund of the Rotary Foundation. He was re-appointed to this position for Rotary year 2001-2002. As well for 2000-2001, he was appointed by RI Past President Frank Devlyn to be the Coordinator for the Public Relations and Rotary's Image Task Force for Zone 22. In 2001-2002 he was appointed by R.I President Richard King as a Zone Coordinator for the Community Service Programs Task force and as the President's Representative at a District Conference in Italy. If this wasn't enough, he took on the important role of District 5050 Foundation Chair.

During 2002-3 he served as the Vice-President and a Director on the Canadian Rotary Committee for International Development (C.R.C.I.D.) and served in this position through 2003-06. For 2003-4 RI President Jonathan Majiyagbe appointed Dave to the Presidential Celebration Committee and as a RI Membership Zone Coordinator (RIMZC) for Zone 22. For 2006-7 RIP Bill Boyd appointed him to serve as a Regional RI Membership Coordinator for Zone 22 as well as the Zone 22 West Coordinator for the Public Relations Resource Group. President Wilfrid Wilkinson reappointed him to these positions for 2007-8 as well as being a President's Representative. Additionally, he was appointed by PRID John Eberhard as the President of C.R.C.I.D for 2006-8. RID Monty Audenart extended the term for 2008-9. RIPE D.K. Lee has reappointed Dave to be an RRIMC during 2008-9.

Dave is a frequent speaker at Rotary Clubs. Additionally he has made presentations and led discussion groups at the Zone 22 Institutes in Vancouver, Kitchener, as well as Moncton. Moreover at Institutes at Winnipeg, Niagara Falls and Halifax he served as a GETS trainer. He is the recipient of the District Foundation Award and the Four Avenues of Service Citation. He was elected as the D5050 representative to the Council on Legislation in 2007.

Both Bev, Past President of the Rotary Club of Cloverdale, and Dave are Major Donors, sustaining Paul Harris Fellows, Benefactors to the Permanent Fund of the Rotary Foundation, and Charter Members of the Foundation's Bequest Society. Dave is also a Charter Member of the Paul Harris Society. The Robinson's enjoy travelling, reading, golfing, tennis, attending sporting events, and Bev, a former banker, her recent retirement.

**Membership Problem: New member feels isolated**

*From RI Problem Solving Forum*

You've noticed that the new member in your club is never sure where to sit and often ends up sitting at an empty table. What can you do to help this member get to know other club members?

Bob Higgins—Thankfully all Rotarians are different individuals who bring to Rotary the wonderful gifts of their vocational skills and life experiences to benefit others. All new members need to be welcomed and encouraged to be part of the club's activities through a mentoring process that allows them to blossom in their own way and in their own time so that they have the freedom and where-with-all to pass on their gifts. This together with an involvement in the club's social calendar will integrate them into the club. If the club members are happy to let a new member sit alone then there are some serious questions to be asked about the quality, or existence, of the mentoring and orientation processes and about the inclusivity, from a diversity perspective, of the club members. Make sure the sponsor is covering his/her role effectively and likewise the mentor. If there is not such a person appoint and brief one quickly. Finally have a discussion with the new member to check if there are any undisclosed issues, which will need to be dealt with, and give reassurance and encouragement. Maybe it's time to take the membership through some diversity training.

Marilyn Karp—I'm the Service Director for the Rotary Club of Gainesville-Haymarket, Virginia and I make a point of getting our new members involved in a service project as soon as possible.. This makes them feel a part of a group. We also have a fellowship event at least once a quarter. We get together at someone's house or do things like go to a baseball game. As part of the event we usually do what we call a "Done In A Day" project. This might be everyone bringing school supplies that we donate to a local school.

**Diary Dates "**

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

**2008-2009**

**Zone 24  
membership  
Coordinator**

**Barbara Richer Welch**

Bus. Phone: 562-699-0916  
Res. Phone: 562-431-1426  
Fax: 562-596-9274  
Email: brisherwelch@aol.com

**2008-2009**

**Zone 22(24) Membership Coordinators**

**Alana Bergh**

Phone: 907-488-2243  
Fax Phone: 907-488-9748  
Email: alana.bergh@att.net

**Dave Robinson**

Bus. Phone: 604-850-5770  
Res. Phone: 604-854-3285  
Fax: 604-854-3270  
Email: david.robinson@assante.com;  
dbrobin@uniserve.com

**Mike Cooksey**

Bus. Phone: 416-927-6052  
Res. Phone: 416-266-3287  
Fax: 416-927-6330  
Email: michael.cooksey@bmo.com

**Elaine Toussaint**

Phone: 418-6532243  
Fax: 418-653-2243  
Email: etoussaint@videotron.ca

**2008-2009**

**Zone 23  
Membership  
Coordinator**

**Judy Beard-Strubing**

Res. Phone: 541-342-2474  
Cell: 541-953-2336  
Email: judi5110@comcast.net