



## **Zone 28 Rotary Coordinator**

Mary Beth  
Growney Selene

## **Assistant Rotary Coordinators**

**Rich Rowland**  
Districts  
5950•5970•6000•6420  
[rartr@cox.net](mailto:rartr@cox.net)

**Deb Severson**  
Districts  
5580•5950•5960•6250  
[das1217@aol.com](mailto:das1217@aol.com)

**Tamie Koop**  
Districts  
6220•6270•6440•6450  
[tkoop@wi.rr.com](mailto:tkoop@wi.rr.com)

**Serving as a resource  
to assist with building  
BIGGER BETTER BOLDER  
Rotary Clubs**



# **NEWSLETTER FOR ROTARY DISTRICTS & CLUBS**

**October / November 2010**

## **60 Minutes & the Bill & Melinda Gates Foundation**



On Sunday, October 3, **60 Minutes** included a segment on the **Bill and Melinda Gates Foundation**, discussing their passions and their goals for their philanthropy. It was an excellent segment with insight in the compassion, care and dedication in which these two humanitarians live their lives; their core values. They truly believe that all the people of the world have the right to a dignified life.

The final 30 seconds discussed their commitment to the eradication of the polio virus and their partnership with **Rotary International**. It was a beautiful story and one that I hope you saw. They truly share our passion to rid the world of this dreaded disease.

## **Zone 28 Regional Success Seminars - 2010**

We held Regional Success Seminars on July 17, July 24, August 7 and September 16. With our theme of **Bigger Better Bolder**, we had exciting conversation and a sharing of great ideas.

Each seminar began with a Rotary tradition of self-introductions. We learn so much from our fellow-Rotarians when we have a chance to share. Following are ideas that came shining through in one way/shape/form during each of the seminars.

### **◆ What do you miss if you miss your weekly meeting?**

- Fellowship
- Fun
- Good programs/speakers
- My friends
- Updates on Club activities/projects
- Catching up on member's news
- Meeting new members

### **◆ What is the one word you would use to describe your Rotary Club?**

- |                  |                 |                |
|------------------|-----------------|----------------|
| - Fun            | - Generous      | - Singing      |
| - Irreverent     | - Opportunistic | - Celebratory  |
| - International  | - Compassionate | - Dedicated    |
| - Community      | - Wealthy       | - Re-Visioned  |
| - Service        | - Active        | - Loud         |
| - Energetic      | - Unique        | - Non-Singing  |
| - Growing        | - Happy         | - Shining      |
| - Intoxicating   | - Original      | - Exciting     |
| - Interesting    | - Spunky        | - Enthusiastic |
| - Vibrant        | - Young         | - Fantastic    |
| - Fantastic      | - Awesome       | - Aging        |
| - Youth Exchange | - Funny         | - Friendly     |

Do the Clubs in your District look like any of these adjectives? If all of our Clubs looked like even half of these adjectives, would we have membership issues? **Do our communities know this is WHO WE ARE and WHAT WE DO?** We can be all of these things, but if no one knows about our Club activities, programs and projects, we will continue to have the same membership issues. We must **SHARE OUR STORIES as we BUILD COMMUNITIES & BRIDGE CONTINENTS.**



## **A Conversation with the Rotaract Milwaukee, WI Club President** **Community. Culture. Career.**

As we continue to promote the programs of Rotary International, I am encouraged and inspired by the need for our Clubs and Districts to support "Community-based" Rotaract Clubs. At our Regional Success Seminar in Stevens Point, WI, we had the opportunity to hear about the newly Chartered Rotaract Milwaukee Club. Brian Monroe, District 6270 Membership Chair, DG Paul Decker, and all of the leadership are thrilled to have the Rotaractors so involved in the Milwaukee community and the District. I asked Stacey Osten, Club President to share some of her thoughts with us so that we can all benefit from the success of this community-based Rotaract Club. Following is our discussion:

### **Q When were you chartered?**

**A** Fall of 2008

### **Q Where do you meet?**

**A** Milwaukee School of Engineering Alumni Partnership Center in downtown Milwaukee

### **Q How often do you meet?**

**A** Every Tuesday at 7:15 pm (ever 2<sup>nd</sup> Tuesday is our "Social" which takes place at an off-site location) and once per month we do a volunteer project on a Saturday-also off-site.

### **Q What is the make up of your Club?**

**A** Community based group, young professionals and students from local colleges and universities. We have 18 members and 4 prospective members.

### **Q Why are your Rotaract Club members...members?**

**A** Foremost, we look for members who understand our ethic: Service Above Self. It's a great way to meet like-minded individuals and partake in service and international projects that improve our community and our world. There are also many opportunities to travel to interesting conferences and seminars

### **Q What are your primary projects and programs?**

**A** We have a lot going on. We like to stay involved in the community by volunteering with many different organizations. We don't have an overriding theme-we help where help is most needed. We have done several projects involving hunger, the environment and environmental clean-ups, and our big Rotaract and Badger Association for the Blind and Visually impaired Youth Day Camp was held on September 25.

### **Q How do you recruit new members?**

**A** We have been posting fliers at local businesses, but we have found they don't always stay up and this requires a consistent effort. We're exploring web-based recruiting tools such as [meetup.com](http://meetup.com) to draw in members. We're also considering partnerships with local colleges and universities to give our group's name more visibility. My ultimate goal is to partner up with at least one local organization and hand out baked goods that have our business cards packed with them after their major volunteering events in the spring and fall-it's a great fit for our demographic! We're also looking into doing a parade and handing out stickers with our logo-tag line (Community. Culture. Career.) and our website, [www.rotaract-milwaukee.org](http://www.rotaract-milwaukee.org).

### **Q How do you communicate with one another?**

**A** Mostly via our website, our website's calendar, e-mail and instant messaging. We use Facebook as well, occasionally. We meet weekly face-to-face. We meet infrequently outside of meeting times to discuss business (unless it's purely hanging out among friends).

### **Q What is your dues structure?**

**A** \$35 for new members (includes a polo) and \$20 for returning members. We're looking at charging our dues one time per year so that it's much easier to track who has paid.

### **Q Do you have a Facebook page?**

**A** Yes, Rotaract Milwaukee. Unless one is intending on an aggressive advertising campaign using Facebook, my personal opinion is that Facebook is becoming diluted. Also, many people are wary of viruses that are often posted as links...which can make it difficult. With regard to us, Rotaract has not recruited anyone using Facebook or Twitter.

### **Q How do you utilize support from Rotary International and District 6270?**

**A** We're just starting to organize at the District level. We've been meeting with Paul Decker, DG, and he's been extremely supportive of youth in the District. The same goes for Nancy [Rhodes, DGE]-she's been a great resource for District level requests. Foremost, we meet to plan the involvement of Rotaract, with youth specific information to be presented at our District Conference. We're looking to get Rotaractors from all over our District to join us for the conference by gearing some of the information toward them.

**Q How can Rotarians be of more/different assistance to your Rotaract Club?**

**A** Rotarians can provide the MOST assistance via the Five Avenues of Service-but I'd like to put a different spin on how these avenues can be utilized to expand the impact of Rotary/Rotaract Clubs on both the local and international community through the involvement of and partnership with a community's youth.

**Community Service** – partnering with your local Rotaract Club can help make a greater impact on the community as well as serve to provide another form of contact and intergenerational understanding which would point toward the fifth and newest avenue of service-New Generations-youth development! Through partnering with both our parent Club, Milwaukee Downtown Rotary, to volunteer on several of their DIAD projects, and as was done with other Clubs in our community such as the Mequon-Thiensville Sunrise Rotary Club, and their Guatemala Medical Relief Project, we've been able to expand our touch points in the community and expose more people to Rotary! Through these experiences and opportunities, we've also been introduced to several Rotarians who were generous enough to speak to our Rotaract Club and also served to fulfill other avenues of service, both **Vocational** and **Club** Service. This also means helping to spread the word...having a Rotaract Club in a city provides a viable option for exposing individuals to the concepts of Rotary at a much younger age-and in turn helps to develop a group of younger individuals to take an active interest in their community and consider Rotary as they develop in their career.

Three Rotaract Milwaukee members (Stacy Osten, Megan Rindt and Perla Jimenez) who are going to Guatemala are currently looking for opportunities to speak to area Club to help better educate Rotarians on who we are and what we do in general, as well as to share what we will be doing in Guatemala. In return, we're looking for a donations to help defray the costs of the trip, which are estimated to be \$3,300 (total for all three Rotaractors).

**Q Is there anything we didn't cover that you would like to share?**

**A** Overall, I'd like to **have Rotarians hear and understand both Rotaract and Interact as extensions of Rotary, synonymous with one another, rather than separate entities. Interact = Rotaract = Rotary. In spite of the age of the individual, people who want to serve represent the spirit of what it is to be a true Rotarian. Please visit our website at [www.rotact.milwaukee.org](http://www.rotact.milwaukee.org)**

**Community. Culture. Career.**



End of Year Picnic



Bowling Social Event



Blind Camp



Bell Ringing Salvation Army

**What Are Your Committees Doing to Assist the Clubs in Your District?**  
**BUILDING BIGGER BETTER BOLDER ROTARY CLUBS**

**Membership Development**

- Are we giving our Clubs ideas to encourage the recruitment of new members, commonly known as "Best Practices"?
- Are our Clubs sharing their success stories with the District Membership Committee?
- Are we asking our Clubs to share their success stories?
- Are our Clubs getting our new members actively involved in projects, programs and committees to ensure they "belong" to the Club?
- What are tools that are being used by your District's Clubs to maintain and increase member retention?
- When a member has to resign due to job relocation, are we providing them with a contact list of Rotary Clubs in their new community?
- Are our new member's ideas being heard and implemented?

### Interact Club Development

- Do all of the High Schools in your communities have an Interact Club? If not, why not?
- How do we involve our Interact Clubs in our Rotary Clubs?
- How are we finding a passionate Rotarian to lead the Interact effort in all of our Clubs?

### Rotaract Club Development

- Does every Club in your District support a University or Community based Rotaract Club?
- Do members of your Club sponsored Rotaract Club attend your Rotary meetings?
- Do you involve your Rotaract Clubs in your Club's programs and projects?
- Do your Rotaract Clubs involve their sponsoring Rotary Clubs in their programs and projects?

### Rotary Friendship Exchange

- Do Rotarians in your District have an interest in international travel?
- Are we looking for new opportunities for our members who have yet to find their Rotary passion?
- When a Friendship Exchange is taking place, and our members are hosting their international guests, are we including these guests in our Club meetings? Are we sharing the experience with those members who did not travel on the exchange?

### Rotary Fellowships

- Do you have scuba divers, skiers, bikers, motorcyclists, beer and wine connoisseurs in your Club?
- Are our Club members aware that for every "personal" interest or passion we have, there is (or could be) a "Rotary Fellowship"?
- Are you promoting Rotary Fellowships as a way for more involvement by all Rotarians in our organization?

### Public Relations

- Do all of your District's Club have active Public Image/Public Relations Committees?
- Are you asking your Clubs to send their successful efforts to the District?
- Are you sharing these success stories with all the Clubs?
- How are you measuring the success of your PR Grant?

**Active District Committees lead to success at the Club level. We need to be sure that all of our appointed Committees are truly serving the Clubs.**

## **November is Rotary Foundation Month**

**WHO WE ARE** and **WHAT WE DO** is the basis of our 2010-2011 theme, **BUILDING COMMUNITIES • BRIDGING CONTINENTS**. There is no better way to show the world who we are and what we do than through OUR Rotary Foundation. What can we do at the District level to increase all of our members awareness of the good works of The Rotary Foundation?

- We need to be sure that we are **ASKING Every Rotarian Every Year** to personally support the Annual Programs Fund of the Rotary Foundation.
- We need to engage our Clubs in the programs of The Rotary Foundation:  
Matching Grants ♦ District Simplified Grants ♦ Sponsoring an Ambassadorial Scholar candidate ♦ Recruiting a World Peace Fellow ♦ Volunteering to participate in an International Service project ♦ Serving as a Group Study Exchange Team Leader ♦ Seeking Group Study Exchange Team Member candidates ♦ Arranging for a Rotary Foundation program at Club meetings
- If we never talk about our The Rotary Foundation, we cannot expect our members to understand or support OUR Rotary Foundation.
- We need to keep The Rotary Foundation in the forefront of our membership.
- Polio eradication is our primary goal. Are we sharing the need for eradication with our communities?
- Do all of our members understand our Polio Eradication efforts?
- Have all Clubs set goals for Every Rotarian Every Year?
- Have all Clubs set goals for Polio Eradication?

## **“Amelia” (the Movie)**

When I woke up this morning, I was restless. I knew I had a lot of work to do, but I couldn't get motivated to do anything. So, I turned on the television. Flipping through the channels, I found the beginning of the movie, “Amelia”, starring Hillary Swank. I was completely taken in by this woman's determination and passion. At the end of the movie, while showing historical photographs of Amelia Earhart, actual quotes were recited by the actress Amelia. I was so moved by her wisdom, a wisdom that we share in our Rotary service.



**“Dreams know no boundaries.”**

**“The world has changed me.”**

**As Rotarians, we have the opportunities to dream and fulfill our dreams.  
When fulfilled, we will find that the world has changed us too.**