



NEWSLETTER FOR ROTARY DISTRICTS & CLUBS

February 2011



versus



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



Super Bowl Sunday, February 6, 2011

Isn't it ironic? The Green Bay Packers from Zone 28 playing the Pittsburgh Steelers from Zone 29. I didn't exactly plan to write the February newsletter on Super Bowl Sunday, but being a Viking fan, the day doesn't mean as much to me as it likely does to others in our Zone. I hope I don't miss anyone, but in our Zone, I believe we have other Minnesota Viking and Chicago Bears fans. Our Zone 29 Districts likely cheer for the Detroit Lions, Indianapolis Colts, Cleveland Browns and New York Jets or Giants. But today, we will (mostly) set aside our personal allegiances to cheer for the NFC or the AFC. So, other than this being one of the biggest sporting days of the year, I would like to relate the Green Bay Packers and Pittsburgh Steelers to our own Rotary experiences.

SETTING GOALS

Like our Rotary Clubs, the Packers and Steelers set goals at the beginning of their seasons. Included in those goals was reaching today's game. Our Clubs set goals at PETS. Goals that hopefully include getting to the big game. Are our Clubs on target to achieve their MEMBERSHIP GOALS; their ROTARY FOUNDATION GOALS? Are our Clubs reviewing the Presidential Citation and making sure they complete the paperwork (on time) to receive the Citation?

HARD WORK

Achieving goals takes hard work. While the Packers and Steelers are paid (well) for their efforts, our members volunteer their time. Either way, you don't accomplish your goals without hard work and diligence.

LEADERSHIP

Each team in the Super Bowl has a leader. The rest of the team looks to that leader for guidance and direction. Our Club leaders are the force behind our Rotary Clubs. Our leaders provide the direction needed to accomplish our programs and projects. Our Club leaders guide us in our committee work; they are the effort behind our exciting meetings filled with fellowship and fun and good speakers.

TRAINING

The Green Bay Packers and Pittsburgh Steelers, as teams, have been "training" for this day since mid-summer. Individually, they train year-round. In our Rotary world, our official training took place at this time last year, beginning with the DG completing their training in San Diego as DGE, then on to District Leadership Team Training, PETS and District Assembly. These all represent our "team" training. Have we maintained our individual training at the Club level and as individual Rotarians. The Super Bowl contenders view tapes, discuss the strategies of their opposition. Are we looking at the RI Website and our District Websites on a regular basis to be sure that we are as prepared as we can be?

THE FINAL OUTCOME

Unlike the Packers and Steelers, we know our hard work and achieving our goals makes us winners...EVERY DAY! Thank you for all you do for Rotary.

Pilot Club Program Opportunities for 2011-2014 **Submission Deadline is April 1, 2011**

The RI Board of Directors has approved four (4) pilot programs for Rotary Clubs that will run from **July 1, 2011 through June 30, 2014**. An equitable representation of Rotary Clubs from each of the 34 Rotary Zones will be selected to participate **in each of the pilot programs**, with the total number of participating Clubs **in each pilot** not to exceed 200.

If a Club is selected to participate, it will be allowed to alter specific requirements of the **Standard Rotary Club Constitution** as it relates to the pilot. Each Club will be required to report to RI at least once a year on various trends, programs, and other activities of the Club.

SATELLITE CLUB

Fact Sheet: http://www.rotary.org/RIdocuments/en_pdf/pilot_programs_satellite_club_fact_sheet_en.pdf

The Satellite Club Pilot Program will assess the impact of allowing a Rotary Club to conduct multiple Club meetings during a week, each taking place at a different location, on a different day, or at a different time.

Rotarians in the Satellite Club would belong to a host Club but would meet at their own time and location and would have their own projects. This structure may be helpful in areas with many rural communities as well as in large metropolitan areas. The pilot could give a small, weak, or struggling Club the opportunity to become connected to a larger, active and vibrant Club in a nearby area and receive ongoing support.

ASSOCIATE MEMBER

Fact Sheet: http://www.rotary.org/RIdocuments/en_pdf/pilot_programs_associate_member_fact_sheet_en.pdf

The Associated Member Pilot Program gives Clubs a tool for teaching prospective members about the Club and the expectations of membership before they join. Clubs would determine the length of time a person could remain as an associate member before becoming an active member.

The pilot is aimed at potential members who may be uncertain of the commitment involved with membership. It will provide them with an opportunity to get acquainted with a Club's members, programs and projects, thereby increasing retention.

CORPORATE MEMBER

Fact Sheet: http://www.rotary.org/RIdocuments/en_pdf/pilot_programs_corporate_member_fact_sheet_en.pdf

The Corporate Member Pilot Program will allow a corporation or company in a Club's area to become a member of the Rotary Club and appoint up to four (4) people to serve as Club members. These corporate members will attend Club meetings, participate in projects, and vote on Club matters, and are eligible to serve as Club officers and committee members. One of the designees must be a member of the corporation's senior executive group, but the others could hold any full-time managerial role.

Only one of the designees would need to attend Club meetings at a time, yet each would be considered an official member of the Club and would be required to pay RI and annual Club dues, as determined by the Club.

INNOVATIVE and FLEXIBLE ROTARY CLUB

Fact Sheet: http://www.rotary.org/RIdocuments/en_pdf/pilot_programs_innovation_and_flexibility_fact_sheet_en.pdf

Under the Innovative and Flexible Rotary Club Pilot Program, Clubs will be allowed to change one element of its format or structure as an experiment. For example, a Club might offer family memberships or conduct a blend of on-line and in-person meetings. The change should not duplicate another pilot, however. The pilot is focused on encouraging Rotary Clubs to be fun, dynamic, diverse, resilient, tolerant, interested in trying new things, member driven, inspirational and relationship rich.

The link to the application is located at:

http://www.rotary.org/RIdocuments/en_pdf/pilot_programs_club_application_form_en.pdf

The link to the Terms and conditions is located at:

http://www.rotary.org/RIdocuments/en_pdf/pilot_programs_terms_of_participation_en.pdf

The link to the implementation plan is located at:

http://www.rotary.org/RIdocuments/en_pdf/pilot_programs_implementation_plan_en.pdf

Where are We, Just Past the 1/2 Mark in our 2010-2011 Rotary Year?

On January 4, RI President Ray Klinginsmith sent a note to all District Governors. He reminded all Rotarians that one-half of the time for us to make our Clubs **BIGGER, BETTER and BOLDER** is gone. That's the bad news; the good news is we still have half (or now, slightly less than half the year) to "consolidate and continue our efforts to modernize and strengthen Rotary!" He asks that all Clubs be reminded of and encouraged to start (heaven forbid) or continue their efforts to complete the Presidential Citation for 2010-2011. This year's citation is a **self-evaluation tool** for all of our Clubs, to be completed and sent to the DG by March 31.

In the introduction to the [2010-2011 Presidential Citation](#), President Ray shares, "It is important to remember that Rotary is a 'spirit of service' as well as an organization of Rotary Clubs, and we need to **share our core values of service, fellowship, diversity, integrity and leadership with other people and organizations**. I considered many words and phrases to capture the essence of Rotary, and the words I finally selected to describe Rotary's current mission and to highlight our achievements are what we do best: **BUILDING COMMUNITIES – BRIDGING CONTINENTS.**"

❖ **CLUB SERVICE**

- Did your Club achieve a net gain of one member between July 1-December 31, 2011 and, as reported on your RI Semi-Annual Report?
- Does your Club have an active membership recruitment plan?
- Has your Club adopted and used a membership retention plan?
- Have you been involved in Strategic Planning, involving the current and future Club leadership?
- Have you chartered a new Rotary Club in the last 12 months?
- Are your Club's regular meetings consistently marked with great fellowship & stimulating programs?

❖ **VOCATIONAL SERVICE**

- Has your Club sponsored an effective Four-Way Test essay or speech contest for youth within the last 12 months?
- Are your Club members involved in providing career information for high school students?
- Is Vocational Service the topic of at least four of your weekly programs?
- Are you including member's classification talks in your weekly programs?
- Has your Club recognized the importance of high ethical standards and public values by giving an award to honor an individual who exemplifies such traits?
- Have you or are you in the process of developing a new vocational service project during this year?
- Does your Club routinely provide a copy of The Four-Way Test and the Declaration of Rotarians in Business and Professions to all new members as they join the Club?
- Did your Club observe Vocational Service Month in October with a special Club program or event?

❖ **COMMUNITY SERVICE**

- Has your Club completed a significant community service project involving the active participation of nearly all your members?
- Is your Club currently sponsoring an Interact or Rotaract Club?
- Has your Club sponsored a RYLA participant this year?
- Have you completed a community service project that has improved the public image of Rotary in your community and also increased the pride of your Club members in Rotary?
- Has your Club conducted one or more successful fundraising events that have produced reasonable results for the amount of time expended and provided significant funds to conduct meaningful projects for your community?
- Has your Club's focus been on Rotary service projects in the community rather than using its resources to fund other organizations for their projects without clear identification of your Club's contributions?
- Has your Club undertaken a community service project during the current Rotary year, within one of the six areas of focus established by the Future Vision Plan of The Rotary Foundation?
- Has your Club utilized and implemented the Community Needs Assessment tool, provided by RI, prior to developing a new project?
- Has your Club provided a community service project to benefit young people in your community?

❖ **INTERNATIONAL SERVICE**

- Are you serving as the host or sponsor Club of a candidate for an Ambassadorial Scholar or World Peace Fellow?
- Have you hosted a GSE team or sponsored a GSE Team member in the last 12 months?
- Is your Club serving as sponsor or host for a Rotary Youth Exchange Student?
- Has your Club actively supported Rotary's \$200 Million Challenge for polio eradication?
- Has your Club actively participated in a Matching Grant or a 3-H Grant during the current Rotary year?
- Have you received a District Simplified Grant from your District Designated Fund this year?
- Has your Club supported a World Community Service project through a financial contribution, the donation of goods, or volunteer service in the last 12 months?
- Are you supporting The Rotary Foundation's Annual Programs Fund EVERY ROTARY EVERY YEAR efforts with personal contributions on average of \$100 per member for the current year?
- Does at least one member of your Club belong to a Rotary Fellowship or Rotarian Action Group?

Commemorating the 64th Anniversary of the Passing of our Founder, Paul Harris (January 27, 1947)

Recalling the touching tribute delivered at his funeral by Chesley R. Perry:



"He was a friend whose heart was good,
Who walked with men and understood.
He was a voice that spoke to cheer, and felt like music on the ear.
He was a smile men loved to see.
He was a hand that asked no fee for friendliness or kindness done.
And now that he has journeyed on, his is a fame that never ends.
He leaves behind uncounted friends."

The power of imagination makes us infinite.

-John Muir

Membership Development - The Best of Friends

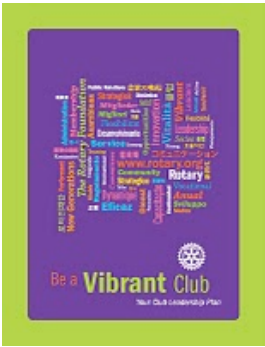
Earlier this year, Parade Magazine included an article from former President George W. Bush's book, Decision Points. The title of the Sunday insert magazine's article is *The Best of Friends, President George W. Bush Reflects on the Greatest Gifts of His Life*. Following are some of Mr. Bush's comments included in the article.

- "Make friends, keep them, and learn from them your entire life."
- "When I was young, my mother had a doormat that said, 'Friends make the world go around.' Although clichéd, the phrase captured how my parents lived. They made friends at every stage of their lives and always found time for them."
- "Quite often, a conversation with a friend has changed the course of my life."
- "People often ask Laura and me how we've managed to maintain our friendships. There's no magic formula-you just stay in touch."
- "...I'd turn to old friends for candid advice-I knew that they had no agenda other than assisting me."
- "My friends have truly been one of the greatest gifts of my life. It's been said that you can judge a person by the friends he keeps-and if that's true, then I'm a fortunate man indeed."

So, how can we use some of these valuable thoughts to encourage **MEMBERSHIP DEVELOPMENT** in our Clubs?

- Who do our members know who are like-minded with our own values?
- Why are we so hesitant to invite friends to join us at Rotary?
- Why are we hesitant to invite business associates and colleagues to join us at Rotary?
- How often do we invite a friend to participate in one of our service projects or programs?
- When we are participating in fundraising activities, do we invite our friends to join us?
- Do we wear our Rotary pin all day-every day?
- When the opportunity presents itself; do we share The Four-Way Test with our friends?
- Can you recite The Four-Way Test?
- How do we share Rotary with others?
- Does your community know who Rotarians are and what Rotary does?
- Do you have a Club banner that highlights your Club's activities-that you display at projects, programs and fundraising activities?
- Do we wait for someone to ask us about Rotary before we share our involvement and commitment?

**When we ask others why they are not a member of Rotary,
often times, the answer is,
"No one has ever asked me to join."**



Truly an OMG Moment

I am not sure if this is legal or not, but I am going to say it anyway. I was never a huge fan of the original Club Leadership Plan. Not because it didn't have great ideas for our Clubs to incorporate into the administration of their Club's administration; rather, it was overwhelming. The "suggestions" took time away from active program and project participation and led the Clubs in a direction of taskmasters.

Then, all of a sudden, out of the clear-blue sky, this new publication appears, and yes, we should all be saying, OMG! Just like the (new) Strategic Plan, this is a document all of our Clubs can get their arms around. Each section of the manual gives our Clubs "best practices" and ideas to try as well as questions to consider and resources at Rotary International.

BE A VIBRANT ROTARY CLUB – YOUR CLUB LEADERSHIP PLAN is exactly what we need to help our Clubs to become **BIGGER BETTER BOLDER** on the way to a **STRONGER ROTARY**.

Suggested resources include the following:

- ✦ Strategic Planning Guide
- ✦ Club Administration (weekly meetings, Club Assemblies, Board meetings, etc.)
- ✦ Club Trainer Information
- ✦ Good Web design suggestions for Club Websites
- ✦ Leadership Development (Rotary and Business)
- ✦ Recommended Club By-laws
- ✦ Rotary Club Constitution
- ✦ Community Needs Assessment (awesome tool)
- ✦ New Member Orientation
- ✦ Club Assessment Tools
- ✦ Membership Development Resources
- ✦ Training Cycle

District Governors and District Governors-elect are encouraged to get this document in the hands of each of everyone of your Club Presidents and Presidents-elect. (All DGE have received enough copies of this document to distribute to you PE at PETS. Additional copies are available for \$1.00 each through the Rotary website.)

**“Keep away from people who try to
belittle your ambitions.
Small people always do that,
but the really great make you feel that you, too, can
become great.”**

-Mark Twain

New Generations Rotary Clubs

The next generation does not do everything the same way we do. They want to serve, but they may not be available to meet like we meet. They may not have "traditional" meetings each week, like we do. So? Is their style working for them? YES!!!!!!!

I am aware of two New Generation Rotary Clubs to be chartered soon. Cedar Valley Rotary Club in District 5970 and LaCrosse After 5 (I am not sure I have the right name) in District 6250 join the Rotary Club of South Metro Minneapolis Evenings in District 5950. If your District has chartered or is in the process of chartering a New Generation Club, please share with me and I will post them on our new Zone 28 Rotary Coordinator Blog.

SMART Goals

As we are all in the throws of Leadership Training (District Leadership Team Training, PETS and Assembly), it is important that all of the goals set be achievable. Thanks to a reminder from DG Roger Kueter (D5970), I would like to share SMART Goals with all of you.

S = SPECIFIC	Do you know exactly what you want to accomplish with all the details?
M = MEASURABLE	Can you quantify your progress so you can track it? How will you know when you reach your goal? Define specific criteria for measuring progress toward the accomplishment of each goal you set so you can measure and keep track of your progress.
A = ATTAINABLE	Is your goal a challenge but still possible to achieve? Goals must be achievable. The best goals require you to stretch a bit to achieve them but they are not impossible to achieve.
R = REALISTIC	Is your goal realistic and within your reach? Are you willing to commit to your goal? Almost certainly, your goal is realistic if you truly believe it can be accomplished.
T = RELEVANT	Is your goal relevant to your purpose? Is it in line with your beliefs & values?
T = TIME BOUND	Does your goal have a deadline? Goals must have a clearly defined time-frame, including a starting date and a target date. If you don't have a time limit, there is no urgency to start taking action toward achieving your goals.

-Data provided by Zainah Zainalabidin, Author of [The Ultimate 5 Step Goal Setting System](#)

Reach Within To Embrace Humanity – 2011-2012



for an even **BIGGER BETTER** and **BOLDER** Rotary

New Zone 28 Rotary Coordinator Blog

Please join me and your Assistant Rotary Coordinators and District leaders from our Zone 28 on the Zone 28 Rotary Coordinator Blog at zone28rotarycoordinator.blogspot.com. We hope to share timely and relevant issues with the District and Club leaders we serve. All Rotarians are welcome and encouraged to join.

Inspire, Don't Recruit Thanks to Bob Vanden Burcht, President, Madison South Rotary, District 6250

- What would it be like if we had conversations with prospective members that inspired them to live out **THEIR** individual passions in community service?
- What if we were more committed to that person finding **THEIR** true outlet for service, even if it did not mean joining our particular Club?
- If you think about it, this kind of committed detachment might be just the thing that brings lots of new members to Rotary.
- If we elevate the conversation, what might be possible?

“Although ‘thanks’ is a rather simple one-syllable word that too often is used without true feeling; when used with sincerity, no collection of words can be more meaningful or expressive.”

-John Wooden

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