



NEWSLETTER FOR ROTARY DISTRICTS & CLUBS

August 2011



Reach Within to Embrace Humanity

2011-2012
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Zone 28

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HELPING Districts to
HELP Clubs to
HELP Build a Stronger
ROTARY



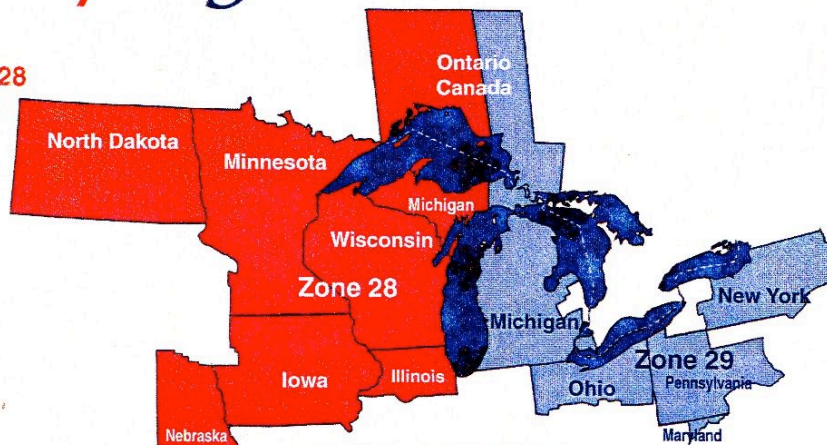
ROTARY INTERNATIONAL ZONES

28/29



ZONE 28

- *5580
- 5650
- 5950
- 5960
- 5970
- 6000
- 6220
- 6250
- 6270
- 6420
- 6440
- 6450



ZONE 29

- *6290
- 6310
- 6360
- *6380
- *6400
- 6600
- 6630
- 6650
- 7120
- 7150
- 7170
- 7190
- 7280
- 7300
- 7330
- 7350
- 7370

* Indicates Districts in US and Canada

ROTARY INTERNATIONAL ZONE 28

- District 5580:** Northern Minnesota, Northern Wisconsin, North Dakota and Southern Ontario
- District 5650:** South Western Iowa and Eastern Nebraska
- District 5950:** Western Minnesota
- District 5960:** Eastern Minnesota and (part of) Western Wisconsin
- District 5970:** Northern Iowa
- District 6000:** Southern Iowa
- District 6220:** North Eastern Wisconsin and the Upper Peninsula of Michigan
- District 6250:** Western Wisconsin and (part of) Eastern Minnesota
- District 6270:** South Eastern Wisconsin
- District 6420:** North Western Illinois
- District 6440:** Areas around Chicago; Home of Rotary International (Evanston)
- District 6450:** Chicago and Surrounding areas; Home of Chicago One

**Our Zone 28 District leadership teams serve:
700 Rotary Clubs and 33,500 Rotarians**

Speed Dating – Rotary Style

Consider creating an opportunity to **increase fellowship and networking and a great prospective member event** for your membership. AND, have fun with it. The following idea is borrowed from the Rotary Club of Madison and is a concept based on successful implementation at other large Rotary Clubs.

“How would you like to meet several new colleagues at a Rotary meeting? A group of Rotary volunteers has planned a fun, interactive program for our weekly meeting based on two of (Madison Rotary's) Strategic Plan objectives: (1) Increase networking opportunities at weekly meetings, and (2) Help members to get to know each other at meetings to build relationships.

The program is called '**Speed Rotary**'. Speed Rotary consists of several five-minute conversations with colleagues-like Speed Dating but more fun.

Discussion questions will be provided, as options, and you get to talk with a fellow Rotarian or guest to learn more about them. Bring business cards because you may want to continue the conversation over coffee or lunch. The planning team did a dry run of Speed Rotary and had a blast! We learned more about fellow members, and had a good time! In fact, we didn't want the conversations to end.

You may want to bring a guest or two to the meeting, as this is a great way for potential members to meet a few of our dynamic Club members.”

For more information, please feel free to contact Pat Jenkins, Executive Director, Madison Rotary Club, at pat@rotarymadison.org. I know she will happy to answer your questions.

What Sets Your Rotary Club Apart?

- Are you the same as other service organizations?
- Do you “look” the same as everyone else?
- Are your meetings fun-filled or boring?
- Do you know each other or do you just pass each other on your way to the buffet line?
- Are you the service organization of choice in your community?
- Do you complete a “Community Needs Assessment” when you develop a new service project?
- Do you have a Strategic Plan for your Club? Does it meet the needs of your members?
- Are you BIGGER BETTER and BOLDER than you were one year ago.



Closing the “Back Door” – Membership RETENTION

Credit to Noel Trevaskis, Rotary Coordinator, Zones 8 & 7B (New Zealand)

People can find it difficult to mix with other people in any organization when they are new to the organization. Human nature is that we generally mix with the people whom we feel most comfortable; we don't mean to ignore the new people, it just seems to happen that way. Service Clubs of all types, playgroups, school committees, work social clubs, etc. all have their own cliques within the group. Those cliques can give the impression to new members that the group isn't friendly or not welcoming of people to the group. If people don't know someone in the community group, it can be hard for them to be able to feel a part of the group. It is a problem in most community groups and it is a problem for a lot of Rotary Clubs.

This problem is not unique to Rotary, but Rotary can be unique by NOT being like other groups.

Retention is a great concern for us as an organization. The importance of making people feel welcome, wanted and that other people are genuinely interested in them can never be underestimated.

There is a (business) saying, “Rule Number One: Look after your customer, otherwise someone else will”. We need to “Look after Rotarians or else they will leave”. Appoint a member to keep in touch with members who haven't been attending on a regular basis; appoint someone whose responsibility is to make sure new member's spouses/partners feel a part of the Club; make them all feel welcome. Arrange for other members to invite new members to dinner or some other function. We need to show our new members that we care and that we want to get to know them.

Retention of our members and member satisfaction should be a high priority for every Club. We are good at recruiting members, but we are losing them at the same rate as we recruit them.

Rotary is a unique organization and we can be even more unique in how we look after our members.

Rotary International Resources for Club and District Leaders

CLUB & DISTRICT SUPPORT

Club and District Support (CDS) is the first point of contact for Rotarians all over the world. Located (at Regional offices and) at RI's Headquarters, CDS is an information resource for all Rotarians, and especially Club and District leaders. CDS offers guidance on:

- Rotary Resources and Services
Direct you to the correct staff person or print resources to meet your needs
- Administrative Procedures
New Club applications, Club terminations, Club Name/Locality changes, election issues, etc.
- RI Board Policy and Constitutional Documents
Understanding Rotary guidelines for assisting Clubs and Districts
- Conducting Rotary Business with Member Access
Print/pay your Club's semiannual dues (SAR) and update Club membership records on www.rotary.org.

DISTRICT LEADERSHIP

DCS staff works closely with both District Governors and District Governors-elect to provide an information channel between RI and the Districts.

- Request follow-up on submission of various forms and reports required by RI:
 - Memo of Club Visit (used to create District Profiles for each Governor-elect)
 - Governor's report to RI
 - District Conference Report
- -Provide administrative training via presentations at the Governors-elect Training Seminar (GETS), Presidents-elect Training Seminar (PETS), and the International Assembly (IA)
- Offer assistance on conducting effective District meetings (District Conferences, District Assembly, Assistant Governor Training, PETS) including compliance with Board policy and program content
- Provide guidance about the RI expense reporting policy and use of the District Governor's allocation
- Organize monthly mailings distributed from RI to District Governors-elect
- Maintain the District Governors Forum (a web resource specifically for District Governors)

CLUB LEADERSHIP

Supporting Rotary Club Leaders:

- Respond to inquiries regarding the use of the RI website
- Assist in response to questions about Member Access registration and conducting general Rotary business online
- Respond to questions on RI policy (attendance, financial obligations, etc.)
- Provide Club officers with general information about the Semi-Annual Report (SAR)
- Advise on the administrative procedures relating to Club termination and reinstatements, Club mergers, name/location changes, Club/District Incorporation, ballot-by-mail requests, new Club applications, and other administrative changes needed by Club leadership

COMMITTEES

CDS works closely with the Extension of Rotary Advisors, Rotary Coordinators, and the following committees:

1. Club and District Support
2. Districting
3. Leadership Programs Review

CDS gives direction and administrative support on special matters such as re-Districting, District mergers, Extension to new Rotary countries, and geographic areas, rezoning and District boundaries.

BOARD POLICY & RI CONSTITUTIONAL DOCUMENTS

Though CDS has general knowledge of all Rotary programs, resources, and services, our specialty is in-depth knowledge of RI policies and procedures as well as new RI Board decisions.

- CDS often counsels Rotarians about how best to comply with Rotary's name & emblem requirements.
- CDS advises both District leaders and Clubs on questions surrounding:
 - RI Constitutional documents
 - The Rotary Code of Policies
 - Various Board decisions
 - Manual of Procedure (MOP)

ZONE 28 CDS SUPPORT IS: James Damato – james.damato@rotary.org or 847-866-3405

“This is a changing world. We must be prepared to change with it.”

-Paul Harris, 1935

Bigger Better Bolder as we Build STRONGER Rotary Clubs

- ◆ Empower Club Leaders
- ◆ Stepping out of the box
- ◆ Take action to solve community problems
- ◆ Become known for our signature projects
- ◆ Promote the networking opportunities
- ◆ Our job, as District leaders, is to help Clubs succeed



MEMBERSHIP DEVELOPMENT

Achieving

**BIGGER
BETTER
BOLDER**

**If we have GOALS, and a PLAN OF ACTION,
we are much more likely to meet or exceed our goals**

1. Create the “picture” of your Club – as it is now

Demographic information:

- Number of Club members on July 1; Number of members one year ago
- Number of members who are male
- Number of members who are female
- Members in various age categories:

Under 30	30-40 years old	40-50 years old
50-60 years old	60-70 years old	Over 70 years old
- Number of Past Presidents still active in your Club
- Classifications (adjust to meet your membership)

Retired	Real Estate	Retail
Building/Trades	Manufacturing	High-Tech
Financial	Banking	Law
Medical/Wellness	Communications	Other
- Number of years in Rotary

0-5 years	6-10 years	11-15 years
16-20 years	21-25 years	Over 25 years

2. The WHO & HOW of GETTING & KEEPING GOOD ROTARIANS

- a. -How many members would you like to have in your Club next July 1?
-How many of your current members might you lose? (Natural attrition = 10%)
- b. -Who do you want these new members to be?
-Do you want more women or more men?
-Are your local ethnic and religious groups represented?
-Do you need more new members under the age of 40? 30?
-What classifications would increase the vitality of your Club?
- c. -How will you attract new members? What recruitment techniques will you use?
-Club in a Club
-Divide your Club into teams and ask each team to set their team "goal"
-Create a Public Relations campaign about the value of Rotary membership
-Ask every "retired" member to identify and invite a prospect from his or her former classification
-Be sure you have a current and innovative Club Brochure to share with prospects
-Set realistic deadlines for action items

3. Your MENTORING plan for GETTING & KEEPING GOOD ROTARIANS

The largest loss of new members occurs within the first three years of membership. These members did not feel needed, involved, or necessary.

- a. How will you mentor PROSPECTIVE members?
-Hold informational meetings where the commitments of Rotary membership are clearly defined (and understood)
-Invite prospects to attend meetings prior to submitting an application for consideration
-Hold one-on-one meetings with prospective members to clarify commitment
- b. How will you mentor NEW Rotarians AFTER they join your Club?
-Hold mentoring workshops to train all the members of your Club on how to be a mentor for both one-on-one and group mentoring (is the "Red Badge" program enough?)
-Assign a mentor to each NEW Rotarian
-Create a mentoring program to monitor the progress of your NEW Rotarians
-Hold "Rotarizing" meetings with your mentors and NEW Rotarians

4. The RETENTION PLAN for GETTING & KEEPING GOOD ROTARIANS

The concept that "knowledge is power" can be helpful when determining what your CLUB members would appreciate knowing more about. Things change in Rotary. New programs are created that many Rotarians may not be aware of. Existing programs are updated. Using the concept of "life-long learning" can help your Club members grow.

- a. How will you create an interesting approach to educating your Club members?
-Survey your members to discover the areas of Rotary that interest them
-Schedule interesting meeting speakers who also provide education on Rotary programs
-Ask Past Presidents and members who have been in the Club over ten years to put their Rotary knowledge to work to lead educational seminars
-Invite Club members to join you at District Assemblies, District Conferences and other District-sponsored events
- b. How will you foster the reasons why a Rotarian wants to remain in your Club?
-Encourage current and new members to propose projects-locally & internationally
-Survey your members to rate the projects you have done, the desire to continue, or, the desire to discontinue a project
-Serve with another Club on a cooperative project
-Schedule regular "Fireside Chats" (Rotary information sessions) to encourage involvement
-Encourage involvement in Club committees
-Determine how "engaged" your members are in all aspects of your Club's activities

Meet Your Assistant Rotary Coordinators for 2011-2012



Assistant Rotary Coordinator RICH ROWLAND Serving Districts 5650, 5970, 6000 and 6420

rartlr@cox.net

Rich served as District Governor for **5650** in 2009/10. He is past President of Omaha Suburban Rotary, with 16 years of service in Rotary. He has been active on the fund raising committees of his club and the District. Chaired the Membership Committee for the District and is currently serving as chair of the Finance committee and chair of the Membership Committee for 5650. Rich is serving as Chair of Suburban's Foundation Committee for 2011/12. He is currently serving as Zone 28 Assistant Rotary Coordinator.

Rich, his wife Tracy and two children Andrew and Jennifer are all Paul Harris Fellows. Tracy and Rich are Bequest Society members.

An Eagle Scout, Rich served on the Executive Board of the Mid America Council Boy Scouts and Chairman of the Scout Shop and Golf Fund Raising Committee. He served as a Board member and past Chairman of the Nebraska Retail Federation and past member of the Omaha National Safety Council. He has served as a Trustee and Elder of Dundee Presbyterian Church.

Rich has achieved the Four Avenues of Service Citation.



Assistant Rotary Coordinator DEB SEVERSON Serving Districts 5580, 5950, 5960 and 6250

das1217@aol.com

Rotary has been Deb's passion since joining the North La Crosse Rotary Club in 1991.

Long interested in international issues, Deb was attracted to Rotary's commitment to PolioPlus and international exchange programs. Her former club is LaCrosse North where she served as International Chairperson and Youth Exchange Officer from 1993 – 2001, including involvement with several other committees. Deb is past President of North La Crosse, 2001-2002. She served as District Governor, **District 6250**, 2005-2006; served as District 6250 Foundation Chair 2006-2008. She is currently a member of the Eau Claire Noon Rotary Club.

Deb has been fortunate to travel internationally and has had the opportunity to open her home to students from several countries.

While Rotary is Deb's long lasting and single most important civic involvement, she values community service and professional development. She is past president of the La Crosse Industrial Safety & Health Council; past Finance Chairperson of the YWCA of the Coulee Region; past president of the La Crosse Area Society for Human Resource Management; past Western Wisconsin District Director and co-chaired the 1994 SHRM State Conference. She is a member of the McKinley Charter School Board of Directors, Eau Claire, WI and is the Small Business Representative of Western Wisconsin for the State of Wisconsin Health Insurance Risk Sharing Pool Board of Directors.

Deb received her Bachelor's degree from Viterbo University in La Crosse and completed her graduate work at the University of St. Thomas, earning a Masters in Business Administration. She has attended the Women's Leadership Program at the Center for Creative Leadership, achieved Senior Professional Human Resource Certification and attended the Society for Human Resource Management National Leadership Conference in Washington, D.C., three years in a row.

She started her own business-consulting firm, specializing in start-up and growth oriented companies, which lead her to the Chippewa Valley in the summer of 2004. She joined, Eau Claire based Realityworks, formerly Baby Think It Over in 2004. She has returned to her own consulting business providing executive business management throughout the country.

She has two daughters, Jenny and Angie both grown and very involved in their own careers.



Assistant Rotary Coordinator TAMIE KOOP
Serving Districts 6220, 6270, 6440 and 6450
tkoop@wi.rr.com

Tamie has been a Rotarian in the Waukesha Sunrise Rotary Club since 1987. She has served on the club's board of Directors in several capacities. She served as the Waukesha Sunrise Rotary Club President for 18 months in 1993-1994. She has been active in the avenues of serve in the Waukesha Sunrise Club, having served as International Committee Chair. She is currently serving on the Club service committee.

Tamie served **District 6270** as District Governor in 2008 – 2009. Tamie, as Past District Governor (PDG), is continuing her service to the District, as Chair of the 'Visioning Facilitation' program. She is serving as the Registrar on the Upper Midwest Council – which plans the training for Rotary Club's President Elects. She is a committee member on the District World Community Service/Grants Committee. She is also a Paul Harris Fellow and a Paul Harris Society member. Her most recent position includes being an Assistant Rotary Coordinator for Zone 28.

In May of 2007 Tamie traveled with a group of Oshkosh Wisconsin Rotarians to LaMolina and Ate' Peru. This trip was a world community service education and awareness building experience. During this trip to Peru Tamie met Rotarians from District 4450 to discuss future partnership projects and to learn about the "Soy Cows" in Peru.

Tamie graduated from UW-Madison in 1972 with a BS degree in Home Economics Education and Extension. She worked four (4) years as the Oconto County UW-Extension 4-H Youth Agent 1973-1977. She earned her MS degree in Agricultural Industries from UW-Platteville in 1978. Also, in 1978 she was hired as the Waukesha County UW-Extension 4-H and Youth Development Educator. In January 2006, she retired after 32 years of service with the University of Wisconsin as Youth Development Professor Emeritus. In 2006 and 2007 she served as a special consultant with the University of Wisconsin Extension 4-H Youth Development program, where she worked in Jefferson and Walworth Counties. In 1997, she was granted the rank of Professor in the Department of Youth Development with University of Wisconsin Cooperative Extension.

Tamie is an active member in numerous professional and community organizations. This includes: serving as one of the tri-chairwomen for the 2006 National Association of Extension 4-H Agent (NAE4-HA) Conference Committee. She is actively involved in the Waukesha County United Way – Strengthening Families Impact Panel, the Waukesha County Historical Society and Museum Board of Directors, the Southeastern Wisconsin Association of Volunteer Administrators, the Ozaukee County 4-H Foundation Board, the Wisconsin Association of Extension 4-H Youth Development Professionals (WAE4-HYDP) and Epsilon Sigma Phi. She continues her involvement in the County 4-H program by serving as a trainer in the Meat Animal Quality Assurance program and the Livestock Sale Committee of the Waukesha County Fair.

In addition to her community service activities, she is active in farm management in Ozaukee and Sheboygan Counties and resides in Waukesha County. Tamie enjoys photography, judging at County Fairs, travel and golf.

I hope that you will agree that we have three very active and committed Rotarians available to serve you, your District leadership team and your District's Rotary Clubs. Please take advantage of their enthusiasm, energy, passion and willingness to be of assistance to you and those you serve.

AUGUST IS MEMBERSHIP & EXTENSION MONTH
Are your Clubs working on their
Membership Plan of Action?



Survey Monkey (or similar) can be a great tool to determine your membership's engagement in your District's and Club's activities, programs and projects. In the interest of your member's time, keep the number of questions to a minimum, trying to get the maximum information possible. Some examples might include:

- ❖ **TOPIC** **Weekly Programs**
QUESTIONS
 1. Were you present for this week's program?
 2. Did you enjoy the program?
 3. Was the program timely?
 4. If you did not enjoy the program, please tell us why
 - a. Topic was of no interest
 - b. Poor speaker
 - c. Speaker was ill-prepared

- ❖ **TOPIC** **Project Participation – Annual “Paint-a-Thon” (as an example only)**
QUESTIONS
 1. Were you able to participate in this year's “Paint-a-Thon”?
 2. Did you find the project valuable?
 3. Did members of your family join you?
 4. Would you participate next year?

- ❖ **TOPIC** **Weekly Meeting Agenda**
 1. Do you enjoy our weekly meetings?
 2. Do you try to arrive early for fellowship opportunities?
 3. Does our food meet with your expectations?
 4. Are you satisfied with our weekly meeting schedule?
 5. If not, what would you like to see change:
 - a. More time for fellowship
 - b. More organization with regard to announcements
 - c. End on time
 - d. Allow more time for speaker

As Club leaders, brief surveys can give you an excellent pulse on your membership's interests, likes and dislikes. By providing a simple survey once a month, you and your Board of Directors can make necessary adjustments to the administrative aspects of your Club.

Fighting Global Poverty – A Parallel to our Rotary Service

As much as I hate to admit it, our family has a subscription to the AARP Magazine. In a recent issue of their quarterly magazine, they highlighted “10 Who Inspire”. One of the 10 was Helene Gayle, M.D., the head of the humanitarian organization, CARE. She says,

“I see a change at the community level. We're past the age of just giving people donations. What we are doing is building their capacity.”

Her latest mission: empowering women and girls in the developing world. **“Women are not only disproportionately impacted by poverty. In many ways they hold the key to long-term change for themselves and their families.”**