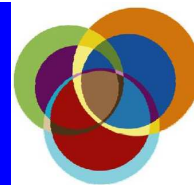


MEMBERSHIP MATTERS



ZONES 22, 23 & 24 MEMBERSHIP NEWSLETTER



New Editor for *The Membership Matters*

PDG Bryn Styles

Governor 2004-2005 D-7010 - RIMZC Zone 22 East 2007-2008

Bryn was fortunate to be asked to join the Rotary Club of Barrie Huronia in August of 1986. He served as president of the Club in 1995-96. In 1999 he chaired the District Conference held in Barrie, Ontario, with attendance of 450 Rotarians and partners.

The power of Rotary continued to impress Bryn and in April 2000 he led a 5 member Group Study Exchange team to the Gold Coast of Australia. His involvement in District 7010 continued and he was often a presenter at PETS and other District training events. He served as Assistant Governor from 2001-2003. He was very proud to be selected as a Centennial District Governor for the year 2004-2005.

Bryn's involvement in District 7010 continues and he serves as the District Foundation Chair for the years 2007-2010. He is his Club membership Chair for this year. At the Zone level, Bryn facilitated the District Governor sessions at the combined Zone 22/27/28 Institute held in Niagara Falls in September 2006.

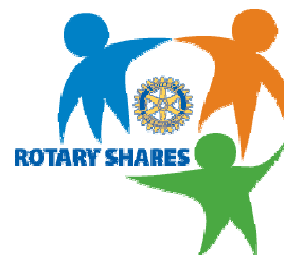
His involvement outside of Rotary includes the YMCA where he was president of the Barrie Y and then sat for 3 years on the YMCA Canada Board of Directors. He is currently involved with the local hospital fundraising and assists the local Gilda's Club with their fundraising efforts.

Bryn and his wife Randy are both pharmacists, owned two pharmacies which they sold in 2003 and they currently do relief pharmacy work when Rotary allows the time. Although Randy is not a Rotarian, she is extremely supportive of all of the Rotary projects they have been involved in. They are both Paul Harris Fellows, major donors to the Rotary Foundation and Bequest Society members. They have two married children and 3 grandchildren.

For the year 2007-2008, Bryn serves as a Rotary International Membership Zone Coordinator.

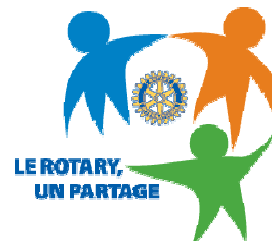


www.rotaryzone22.org



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

www.rotaryzone23/24.org



In this issue:

- **New Editor for *The Membership Matters*** Page 1
- **Message from PDG Louise de Pokomandy, editor *The Membership Matters*** Page 2
- **Benoni Aurora's Yearlings programme** by PP Rais Pearson D9300, South Africa Page 3
- **Differences among Generations** by PDG Rosemary Barker Aragon, RRIMC Zone 23 Page 4
- **Des idées innovantes** by PDG Jean-Camille Chastang, RRIMC Zone 11, D1670 France Page 5



Message

From
PDG Louise de Pokomandy
RRIMC - Zone 22 East - 2005-2008

Dear Rotary Friends,

Since April 2005, I had the pleasure to be the editor of the *Membership Matters*. I have really enjoyed to put together this Zones 22, 23 & 24 membership newsletter.

Every month I had a new challenge to find texts that could be motivating and inspiring for you and the members of your clubs and districts.

I am very grateful to the authors of the numerous articles who shared their experiences, suggestions and opinions through this newsletter and made it so successful. They brought up many precious and useful ideas to facilitate the membership development.

The words of appreciation and of encouragement to continue from readers all around the world convinced me that the *Membership Matters* is a great tool to help to recruit and retain members in our clubs. In some clubs this monthly membership newsletter was distributed to each member or the articles were reproduced in club bulletins. No matter in which way the word spreads, the important is that the message reaches the roots of our organization and the members become aware of the need to invite new members and to retain those already Rotarians. This is the only way to give Rotary the opportunity to help the world and relieve the sorrows of peoples in need for an other hundred years.

From July 2008, I invite you to send your success stories or articles to the new editor PDG Bryn Styles at bryn.styles@gmail.com who so generously accepted to take over and continue the mission.

I wish PDG Bryn the very best in this new function and long live to the *Membership Matters* .

SHARE THE ROTARY and let know how you do it.

PDG Louise de Pokomandy
 Editor - 2005-2008
 The *Membership Matters*

***Il faut savoir dire oui aux défis et opportunités
 qui s 'offrent à nous.
 C 'est ainsi qu 'on apprend à se dépasser.***

BENONI AURORA'S YEARLINGS PROGRAMME

by PP Rais Pearson
Aurora Rotary Club D9300 - South Africa



PP Rais Pearson made this presentation at the district 9300 Membership Seminar in Johannesburg in October 2007 and has been published in the Zone 10A Membership Energiser Newsletter. We can share it with you. Thanks to June Webber, RRIMC Zone 10A.

“Membership growth is function of four things: Recruitment, Retention, Extension (starting new clubs) and Membership Development, but it is the development of members that is the key to membership. Why is it vitally important to educate **new** members?”

So that they can become immediately involved in club activities, they feel more comfortable interacting with experienced members at club meetings and fellowship functions, they're in a better position to assume club responsibilities in each of the Avenues of Service, they are better equipped to be more successful in recruiting new members.

The next question is: “Why is it important to educate **existing** members?” An “educated” Rotarian is an involved Rotarian and an involved Rotarian remains challenged, motivated and enthusiastic. We all know that the high turnover rate in Rotary is one of the most pressing membership issues facing Rotary. Education is fundamental to retaining current members because an involved Rotarian is much less likely to lose interest in and leave an active club.

Education starts by orienting members before and after their induction. Benoni Aurora Rotary Club has gone a step further by developing a training programme for all new Rotarians in **their first year** of membership. This is called their Yearlings Programme.

This programme started in 2001 as part of the club's education and retention strategy. The objective was to inform new and “not so new” Rotarians of the traditions of Benoni Aurora and the workings of Rotary at Club, District, and at an International level. It also provided the opportunity for the development of acquaintance enabling new Rotarians to more quickly develop a feeling of belonging.

The programme is attended by the current Yearlings in the club and any other member who feels that they wish to better inform themselves on the topic that is being discussed. Yearlings are also encouraged to bring their Rotary Ann or Rotary Partner to the meeting. The club has proved that it helps Rotarians to settle in more easily when their Ann or Partner also has a good understanding of the workings of Rotary.

The programme is run on the 3rd Thursday of every month at the convenor's home. It is casual and informal gathering typically made up of Yearlings and other interested members and is often supported by the President, Incoming President and the Chairman of the Membership Committee, starting at 19h00 and is finished by 21h00. The presenters are SME's (subject matter experts) e.g. past and/or current Directors, District Committee chairpersons, etc.

At the meeting members are encouraged to ask questions about any aspect of day-to-day Rotary life in Aurora relating to the Weekly meetings, Committee meetings or District events. In addition to this they are also encouraged to bring any matters that they feel needs to be explained and/or discussed to the attention of their Sponsoring Rotarian or to the Yearling's convenor.

The programme and its content are published in the club bulletin and the convenor sends out reminders to the Yearlings by way of email and/or sms's before every meeting.

The content of the programme is:		Jan	Vocational Service
Aug	Structure of Rotary and Members' Obligations	Feb	New Generations
Sept	Rotary Foundation and Rotary “events”	Mar	Community Service
Oct	Club Services	Apr	International
Nov	Administration and Cost of Rotary	May	Fundraising
Dec	No meeting	Jun	Rotary Information - all levels

Since 2001, 44 Yearlings have gone through the programme of which 8 have served as Board members. Considering that there are 60 members in Aurora, there is no doubt that this programme achieves its objectives. Perhaps this Yearlings Programme could work in **your** club. Why not try it?





DIFFERENCES AMONG GENERATIONS

by
PDG Rosemary Barker Aragon D5030
RRIMC Zone 23

We've been talking about how to bring younger business and professional people into Rotary. We can learn from other organizations.

Non profits are also wrestling with HOW to prepare the next generation of leaders. Some instructive comments for us in Rotary. The conclusion is particularly important: older and younger generations must work together to bridge any leadership gap — or defuse any looming leadership crisis. This collaboration is what we should be doing in Rotary as well.

Following are some of the points in the article: The Young and the Restless:

<http://www.philanthropy.com/free/articles/v20/i10/10002001.htm>

1. Replacement theory doesn't work: specifically, the idea that groups can plug new leaders into old slots, even though the same skills might not apply.
2. Younger leaders want "responsibility" to make decisions along with "authority" to make decisions. They believe they are prepared now... and are ready to take the reins. Because of their educational experiences, they expect they can do heavy lifting from their first day, even if they lack professional work experience.
3. Younger persons lead thru teams (not the traditional hierarchy). They recommend we allow up-and-coming managers develop their own leadership styles. Maybe current leaders/managers do things that aren't necessarily valuable any more on a day-to-day basis... and it could be changed or removed? hm.m.m.m.m.
4. Younger business people worry about becoming "stale". Want to innovate.
5. Young business persons are idealistic and interested in broad causes (not organizations).
6. Career building is important - they attend and organize leadership workshops and conferences. BUT, don't see a clear pathway for advancement? So, how could we in Rotary help with this?

Some thought-provoking considerations...



“Cette année, j’ai demandé aux Rotariens de mettre l’accent sur le partage du Rotary au travers l’effectif. C’est le moment de faire un bilan provisoire.

*Avons-nous tous invité un prospect à une réunion?
 Sommes-nous parvenus à recruter un nouveau membre qualifié?
 Si oui, sommes-nous en train de lui apporter le soutien nécessaire pour
 s’épanouir et réussir au sein du Rotary?”*

*Wilf Wilkinson
 Président Rotary International 2007-2008*



Des idées innovantes

PDG Jean-Camille Chastang

**Gouverneur 2004-2005 - D 1670 France
Coordinateur Effectif régional - Zone 11**

Extrait de la Lettre des effectifs - Avril 2008

Le conseil d'administration mène des programmes pilotes pour tester des idées et méthodes nouvelles. Des Clubs évoluent ainsi dans des cadres spécifiques et pour leur laisser vivre leur expérience ils sont exonérés de certaines conditions des statuts types. Un Club ancien ne peut rejoindre un programme pilote qu'à son démarrage.

Le Conseil d'Administration mène actuellement deux programmes pilotes :

- les cyber clubs, lancés le 1er juillet 2004 et dont le programme s'achèvera le 30 juin 2010
- les fréquences des réunions, lancés le 1er juillet 2007 et devant s'achever le 30 juin 2013 qui permet aux clubs concernés de se réunir selon un calendrier autre que les réunions hebdomadaires.

Les cyber-Clubs ne sont pas une simple solution de facilité pour compenser des absences. Leurs membres versent des cotisations, montent des actions d'intérêt public et fonctionnent comme tout autre club. Seul le lieu de réunion diffère puisqu'il s'agit d'une réunion en ligne. Pendant ces réunions, les membres des cyber clubs peuvent se servir de webcams et de microphones afin d'établir un contact audiovisuel. Les cyber clubs peuvent avoir une organisation en ligne totale ou partielle. La solution partielle est privilégiée par les clubs souhaitant maintenir un certain nombre de rencontres en personne. Souvent, les membres prennent part à des actions de proximité pour satisfaire aux exigences de leur club.

Il n'y a pas de cyber Club en France, mais il en existe en

- Angleterre, le ONEngland Rotary E-Club of London Centenary,
- Finlande, le Finland Rotary E-Club Verkkorotary.fi (Finnish)
- et en Grèce le Rotary E-Club of Zante-Hellas

Les Clubs Fréquence des réunions sur les 200 clubs participant au programme pilote Fréquence des réunions, la plupart ont choisi de se réunir deux fois par mois; quelques membres se réunissent toutefois régulièrement pendant les mois d'été et d'autres se réunissent plus d'une fois par semaine dans différents lieux. Le Conseil d'Administration souhaite étudier l'impact de la fréquence des réunions de club sur le développement et la fidélisation des effectifs, l'assiduité, les actions entreprises, les contributions à la Fondation et les qualités de leadership.

Il existe dans notre Zone quatre Clubs, qui testent cette méthode : D 1660 Paris Agora, D 1670 Bavay Forum, D 1700 Auch Armagnac et D 1790 Metz Pilâtre de Rozier.



Plan ahead for success

As the new Rotary year approaches, begin planning future club public relations efforts. Discuss how your club can promote Rotary next year, and identify important dates on the Rotary calendar.



**2007-2008
Zone 22 Membership
Coordinators & Zone Coordinators**

Louise de Pokomandy, RRIMC
H: 418-962-3774
Ldepoko@globetrotter.net
Districts 7040, 7790, 7810, 7820
Editor **The Membership Matters**

Dave Robinson, RRIMC
H: 604-854-3285
B: 604-852-1804
dbrobin@uniserve.com
Districts 5010, 5040, 5050, 5370

Vladimir F. Donskoy, RIMZC
H: 7 7-3952-541371
rotary@jirk.ru
District 5010

Elly Contreras-Vermeulen, RIMZC
H: 780-963-5643
B: 780-962-6488
miselly2@telus.net
Districts 5080, 5360

Peter Peters, RIMZC
H: 306-781-2231
mppeters@sasktel.net
Districts 5550, 5580

Bryn Styles, RIMZC
H: 705-722-8539
bryn.styles@gmail.com
Districts 6330, 6400, 7010, 7070, 7080

**2007-2008
Zone 23 Membership
Coordinators & Zone Coordinators**

Rosemary Barker Aragon, RRIMC
H: 425-844-8871
B: 425-844-8871
rba2002@earthlink.net

Rob Martin, RIMZC
H: 360-766-6594
B: 360-428-0140
rmartin@chinookenterprises.org

Judy Beard-Strubing, RIMZC
H: 541-342-2474
B: 541-342-5622
judi5110@comcast.net

Mike Garver, RIMZC
H & Fax: 707-449-8299
Cell: 707-580-3522
mikegarver@jcis.net

**2007-2008
Zone 24 Membership
Coordinators & Zone Coordinators**

Barbara Risher Welch, RRIMC
B: 562-699-0916
H: 562-431-1426
brisherwelch@aol.com
Districts 5300, 5280, 5260

David Gallagher, RIMZC
H: 209-523-9575
B: 209-523-2601
dg2020@aol.com
Districts 5240, 5230, 5220, 5170

Hal Darcey, RIMZC
H: 808-373-1642
B: 808-524-2903
haldarcey@aol.com
District 5000

Mike Stelman, RIMZC
H: 858-487-3464
B: 858-613-544
mstelman@aol.com
Districts 5340, 5330, 5320

Diary Dates

September 11-14, 2008
Zone 22 Institute
Victoria, British Columbia, Canada
"Paradise on the Pacific"

January 18 - 25, 2009
International Assembly
San Diego, California, USA

June 21 - 24, 2009
Rotary International Convention
Birmingham, England

January 17 - 24, 2010
International Assembly
San Diego, California, USA

June 20-23, 2010
Rotary International Convention
Montreal, Canada

TENTATIVE

2011
Rotary International Convention
New Orleans, USA

2014
Rotary International Convention
Sydney

2016
Rotary International Convention
Seoul, Korea