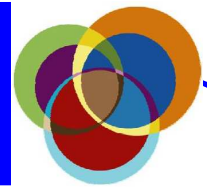


MEMBERSHIP MATTERS



ZONES 22, 23 & 24 MEMBERSHIP NEWSLETTER



MESSAGE
from
Wilf Wilkinson
Rotary International President



www.rotaryzone22.org

To my fellow Rotarians in Zone 22

Rotary year 2007-08 is past the halfway point. I have had the privilege of meeting Rotarians all around the world and have shared the message that *Rotary Shares* many, many times. There is a multitude of ways in which *Rotary Shares* in service and in fellowship. However, one of the most important ways we share our love for Rotary is through focusing on membership. No matter how many our successes, unless we continue to gain new members - and keep the ones we have - Rotary will not survive.

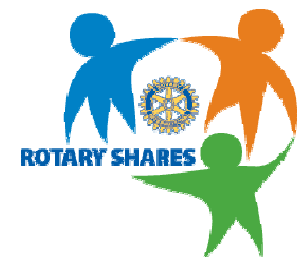
And as our fellow Canadian, Past President Arthur Lagueux, put it: *Rotary's influence on the heart of the world will be in direct proportion to the number of communities that are exposed to the Rotary ideal. So let us help to found new clubs wherever the soil is at all fertile.* But before we can form new clubs, we must have the members to fill them. And the responsibility for inviting new members rests with each of us.

I know it's not always an easy thing to invite someone into Rotary. Too often, we hear no. And no one likes to hear no. It's easy to get discouraged. But you have to expect those no's, and know when to ask again - and when to move on to find a yes somewhere else. That yes that you get, on the second or third or fourth try, is what Rotary needs from you most of all. It is the single most important thing you can do to ensure Rotary's second century. Without new members, nothing else matters. Because however good our work, however valuable and vital, without new members it will only take a few decades for Rotary to disappear.

I believe very strongly that the world needs Rotary - now more than ever. In the past year and a half, I have seen again and again the wonderful work that Rotarians are doing. I have been awed and amazed by the projects I have seen. And I have been impressed beyond words by the men and women I have met - men and women who have taken upon themselves the responsibility of Rotary: the awesome responsibility of helping to make the world just a little bit better, every single day. If Rotary is to continue to make a difference in the world, each of us needs to continue to share Rotary with others in our community. Each of us is responsible for the continued growth and health of Rotary in Canada, one new member at a time.

Sincerely,

Wilf Wilkinson
2007-08 President

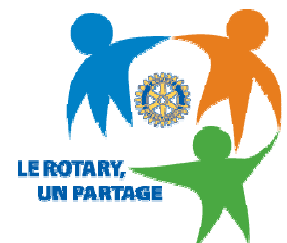


Membership Matters
is a newsletter for
Rotary Leaders in
Zone 22, Alaska,
Canada, the Russian
Far East, Siberia, St.
Pierre and Miquelon
and in Zones 23 & 24,
comprising districts
along the West Coast
from Canada to the
Mexican border and
the State of
Hawaii

www.rotaryzone23/24.org

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MESSAGE de *Wilf Wilkinson* Président du Rotary International

À mes amis rotariens de la Zone 22

Nous sommes rendus à mi-chemin de l'année rotarienne 2007-2008. J'ai eu le privilège de rencontrer des Rotariens de tous les coins du monde et j'ai partagé le message le **Rotary, un partage**, à de très nombreuses reprises. Il y a une multitude de façons de partager le Rotary dans le service et la camaraderie. Cependant, une des plus importante façon de partager notre attachement pour le Rotary est en focussant sur l'effectif. Peu importe nos réussites, si nous ne recrutons pas de nouveaux membres et ne gardons pas ceux que nous avons, le Rotary ne survivra pas.

Et comme le disait notre ami le canadien Arthur Lagueux, ancien Président du Rotary International: **L'influence du Rotary sur le coeur du monde sera en proportion directe du nombre de communautés qui sont exposées à l'idéal du Rotary. Ainsi efforçons-nous à fonder de nouveaux clubs partout où le sol est le moins fertile.** Mais avant de former de nouveaux clubs, nous devons avoir des membres pour en faire partie. Et la responsabilité d'inviter de nouveaux membres repose sur chacun de nous.

Je sais que ce n'est pas toujours facile d'inviter quelqu'un au Rotary. Trop souvent, nous entendons un non. Personne n'aime se faire dire non. C'est facile de se décourager. Mais vous devez vous préparer à recevoir des non et à reconnaître le bon moment pour redemander ou à poursuivre votre recherche d'un oui quelque part ailleurs. Ce oui que vous obtenez au second, troisième ou quatrième essai, est précisément ce que le Rotary attend le plus de vous. C'est la seule et plus importante chose que vous pouvez faire pour assurer le deuxième siècle du Rotary. Sans nouveaux membres, rien n'a de l'importance. Parce que quelque excellent, valable ou vital que soit notre travail, sans nouveaux membres, cela prendra seulement quelques décades pour que le Rotary disparaisse.

Je crois fermement que le monde a besoin du Rotary, maintenant plus que jamais. Depuis une année et demie, j'ai vu, encore et encore, le merveilleux travail que les Rotariens accomplissent. J'ai été renversé et émerveillé par les projets que j'ai vus. Et j'ai été impressionné au-delà des mots par les hommes et les femmes que j'ai rencontrés, des hommes et des femmes qui ont pris sur eux-mêmes la responsabilité du Rotary: l'imposante responsabilité d'aider à rendre le monde un peu meilleur, tous les jours. Si le Rotary veut continuer à faire une différence dans le monde, chacun de nous se doit de continuer à partager le Rotary avec d'autres dans nos communautés. Chacun de nous est responsable de la croissance continue et de la santé du Rotary au Canada, un nouveau membre à la fois.

Sincèrement,

Wilf Wilkinson
Président 2007-2008
Rotary International

Traduction: PDG Louise de Pokomandy

FEBRUARY - World Understanding Month
23 February, Peace Day

FÉVRIER - Mois de l'Entente mondiale
23 février, Journée de la Paix





ENTHUSIASM the Spice of Rotary

by PDG Peter Peters, D5550, RIMZC Zone 22 W

Harry S. Truman said, *"I studied the lives of great men and famous women; and I found that the men and women who got to the top were those who did the jobs they had in hand, with everything they had of energy, enthusiasm and hard work."*

The 33rd President of the United States had it right ☐ and the "spice" of the triad is "enthusiasm" It is this very "spice" which is borne out in most, if not all, aspects of our history. **Enthusiasm** was a key ingredient in Paul Harris' dream in 1905; **enthusiasm** engendered by P.A.C. McIntyre saw the formation of the Rotary Club in Winnipeg, Canada in 1910; **enthusiasm** saw the establishment of a "Rotary Endowed Fund" in 1918; **enthusiasm** (not to mention the practical need for "relief") saw the creation of Rotary's first community service project in Chicago in; 1985 **enthusiasm** set the stage for the world's most elaborate public health initiative; **enthusiasm** inspired the Youth Group of St. Andrew's, United Church, Winnipeg to catch a vision of "schools in Guatemala" which led to the CRCID funded *Ripple Effect Program* in that Central American country; and the list goes on, and on, and on, in your community and communities around the world.

Enthusiasm is an attitude, which attracts people. It is the reason I shop at Safeway, pick up coffee at Tim Horton's, enjoy our grandchildren and worship with a

☐communities☐ demonstrate **enthusiastic** appreciation for my being part of their day ☐they are **enthusiastic** about the service they provide. This self same quality is responsible for many of us being in Rotary today ☐ we were inspired by the **enthusiasm** of our Sponsor and the men and women who welcomed us into the club. Over time we were able to incorporate their **enthusiasm** for Rotary into our character.

☐Nothing great was ever achieved without enthusiasm☐

It is now our turn, not because we "have to" but because we "want to; wish to; choose to" to "repay" our Sponsor(s) by being the same for others. I agree with the American essayist and Philosopher, Ralph Waldo Emerson, who observed, "Nothing great was ever achieved without **enthusiasm**"☐, and would you not agree, "Rotary is great"☐ so it is time to do my part.



Celebrate World Understanding Day

Every club is encouraged to promote Rotary's good works on 23 February, the organization's 103rd birthday. The day, designed World Understanding Day provides a tremendous opportunity for clubs and districts to share the story of Rotary's local and global contributions.

Though 23 February is the official Rotary anniversary, you can designate any day to celebrate Rotary in your community. Most important, Rotarians are encouraged to select a day to communicate to the public what the organization is and does around the world.

To help Rotary clubs and districts coordinate a celebration, RI provides a few resources. For starters, view a list that offers ideas on events and activities your club can organize. Additional materials, including a sample proclamation and two promotional posters, are available on the Public Image Resource Group page of the RI Web site. You can also contact a Public Image Resource Group member.

<http://www.rotary.org/en/AboutUs/Rotaryleadership/RIpresident/Pages/PublicImage.aspx>



Are we missing someone?

*by PDG Elly Contreras-Vermeulen,
D-5370 RIMZC □ Zone 22 West*

With a little bit of creative thinking, as well as from past experiences, most of us are aware of the many source we could draw from the prospective members. We often discuss approaching Chamber of Commerce members, Foundation Alumni, Rotary Scholars, employers, business associates, friends and former exchange students, just to name a few. But do we ever consider that the parents of exchange students who have returned from their year long experience overseas, make excellent candidates? Their exposure to Rotary starts with that ad in the paper, or the flyer their son or daughter brings home from school, offering them an opportunity to an experience of a lifetime to promote peace and world understanding while studying one full year in a foreign country, living with (mostly) Rotary families.

Once a student has been accepted, the parents are invited to the orientation where they will learn more about Rotary, and throughout the year that their child is away, learning more about their host country, they often get invited to a Rotary meeting or special event.

Over the years, my husband and I have hosted at least half a dozen exchange students and have spoken with many of their parents, who are so grateful to us Rotarians for giving, not only their child, but the entire family an opportunity to learn about Rotary and making the world so much smaller.

They are often surprised to find out that Rotarians are not at all stuffy, old business men meeting over drinks. And once they realize the ethical standards by which Rotarians live, they feel very comfortable putting their trust in them to take over the parenting responsibilities for an entire year.

They often ask what can we do to give back what you have given us and our family? That question can be easily answered by: **□Why don't you help us give more young people the same opportunity and consider joining the other 1,2 million Rotarians who have made this experience possible for your child□**

You will be surprised what the response may be.



\$\$\$\$

The cost of Rotary

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Has it happened to you that when you invited potential members to your club with the suggestion for them to consider Rotary membership (after approval of your club of course), and their answers were: **□but Rotary costs too much□** What was your response? Did you clarify the investment they would be making?

When I add up the amount of money my husband and I have spent on Rotary: membership dues, lunches, fines, auction dinners, foundation contributions, hosting exchange students, conventions, conferences, GSE and serving a year as DG, it is quite a considerable amount.

If 15 years ago, when my husband was first invited to join Rotary, someone would have said it could cost you as much as \$2,000 or more per year, we would have definitely responded with: **□Sorry, but that's not for us, we cannot afford this kind of money□** However, 3 years after my husband joined, I also joined Rotary, and now, after having experienced all these wonderful

opportunities, the many friends we have made, the many lessons we have learned, the international experience it has provided us, through youth exchange, international projects and conventions, and the many children we have been able to help with an education or that extra help they needed to get out of certain situations, both my husband and I feel that Rotary is one of the best investments we have ever made in our lives.

In North America, we live in a society where we tend to take a lot of things for granted and as long as 3 billion people still live on less than \$2.00 a day, and we don't even blink an eye to spend \$50.00 or more on dinner, shouldn't we think more often: **□Is the cost of belonging to Rotary really too much□?**

How can we afford not to belong to Rotary, and why do we not invite more people to Rotary and allow them the same experience we have had?

PDG Elly Contreras Vermeulen





**RIMZC Zone 23
2007-2008**

Robert Martin
D-5050

Rob joined the Burlington Rotary Club in 1981 and served as president in 1995-96. As a proud member of the "Dream Team" from Jonathan Majiyagbe during the 2003-04 Rotary Year, Rob has served as a member of the Northwest PETS Operating Committee for three years, and is the administrative chair for GNATS in Zone 23. He currently serves as District 5050 Foundation Chair, and is a Major Gifts Advisor for Zone 22.

Rob has a Masters Degree in Adult Education and Administration from Western Washington University.

Rob serves as the executive director for Chinook Enterprises, a non profit organization he founded in 1980, that develops, or directly provides jobs for disadvantaged and disabled adults in Northwest Washington State. His wife Joan is a third generation Rotarian and is past president of the Rotary Club of Mount Vernon. Her classification is Early Childhood Educator. Joan has also served as District 5050 Secretary and also served as an Assistant Governor.

In 1969, Rob met Joan and they were married in 1973. Two months after they were married they moved to Samish Island Washington, where they continue to reside. Rob and Joan are very proud of their two grown sons Chris and Bob, as well as Bob's lovely wife, Kimi. Bob works as a Youth and Family Director for the Union Gospel Mission in Seattle. Kimi works at a Youth Development Foundation. They have one daughter Jadyn age 3 and a son Tyecean age 1. Chris lives in Bellingham Washington, and works in the hospitality industry.



Diary Dates

April 5, 2008

Partageons le Rotary au Québec
Château Laurier, Québec, Qc

<http://www.rotary-7790.org/fr/index.asp>

April 25-27, 2008

Rotary World Peace Summit
(North America)

www.RotaryPeaceSummit.org

June 15-18, 2008

Rotary International Convention
Los Angeles, California, USA

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 (tentative)

January 17 - 24, 2010

International Assembly
San Diego, California, USA

June 20-23, 2010

Rotary International Convention
Montreal, Canada

**Rotary has not
grown by virtue of
the fact that a
suitable formula
had been devised;
it has become
worldwide in its
influence
because of the
untiring effort to
extend it.**

Paul Harris
My road to Rotary

ZONE 22

For the Rotary Year 2008-2009 in Zone 22, the Rotary International President, Wilf Wilkinson has appointed the following

Regional Rotary International Membership Coordinators (RRIMC):

PDG Dave Robinson, District 5050
 PDG Alana Bergh, District 5010
 PDG Mike Cooksey, District 7070
 PDG Elaine Toussaint, District 7790

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Mike Garver, RIMZC
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