



MEMBERSHIP MATTERS



ZONES 22, 23 & 24 MEMBERSHIP NEWSLETTER



Embracing Diversity Provides Enormous Membership Growth Opportunities

By PDG Don Kremer - D5230

Over the last forty years the United States has seen a continuing increase in business professionals from many cultures. The area covered by Zone 23 and 24 is among those parts of the country with rapid growth. For example, in California alone, the 2006 updated census numbers show that 36% of the population comes from Latino or Hispanic origins. That is up 11% since 2000. Some 12.3% of the population is Asian up 13% since 2000. In District 5230 (central California) we found that, in spite of our best efforts, those communities and cultures are significantly underrepresented in our Rotary membership. I suspect you will find the same in your district. Note: You can find census statistics for your area down to the county and cities over 25,000 by accessing <http://quickfacts.census.gov/qfd/>

This situation may seem like bad news, but in fact, it is GOOD NEWS because Rotary Zones 23 and 24 have an enormous opportunity for membership growth while, simultaneously, increasing cultural diversity.

Rotary must attract qualified individuals from diverse cultures to our Rotary clubs but, for the most part, we have failed. In District 5230 we developed a new membership development program that has proved successful. The name is **Membership is Everyone's Job**. This program is a modification of the Club in a Club program developed a few years back.

Here is a sad fact. Only 10% to 20% of Rotarians ever sponsor new members. Why is the percentage so low? It has to do with not asking. Sometimes Rotarians don't ask because they fear rejection. Some are hesitant because the person might ask a question about Rotary they can't answer? Sometimes it is inconvenient. Some think the proposal and application process is burdensome.

Membership is Everyone's Job addresses these concerns by making membership development the responsibility of the entire club. The only responsibility of each individual club member is to identify friends, acquaintances and business contacts that have good character and high ethical standards. Those that should be Rotarians but aren't. The Club's Membership Committee and

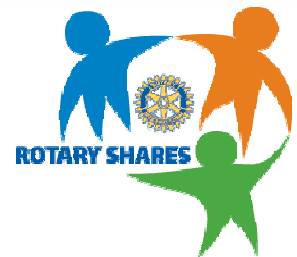
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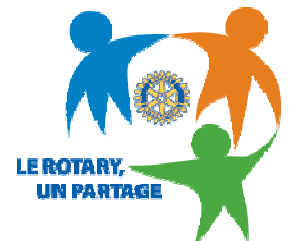


www.rotaryzone22.org



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



Embracing Diversity Provides .. *continued of page 1*

Board of Directors take the process from there. After some initial screening and approval the club will send a personal letter to the potential member and spouse inviting them to attend a special Interest Meeting . We know that two major reasons people join Rotary is for fellowship and to give back to their community, therefore the Interest Meeting should involve all club members, be interactive, fun and informative with the club s community projects highlighted.

Please keep in mind:

The **Membership is Everyone s Job** program is not meant to replace the club s traditional membership development programs. It is a new way of thinking about membership development.

The program can be directed at a club s membership needs. For example, gender balance, younger members and **cultural diversity**. If the goal is cultural diversity club members may be unfamiliar with other cultures, therefore, special efforts may be required to identify qualified individuals. A few ideas: approach cultural associations in the community, use the phone book or other public information to identify business owners and professionals from other cultures who might qualify or visit business owners where it is obvious they are from a different culture.

This is an on-going program. It can be treated just like the annual or semi-annual fundraiser and will continue to improve each time.

Experience has shown that, with the proper follow up, this process will result in a 10 to 20% or larger increase in membership.

District 5230 makes this program available to all. There are five documents included in the program. All documents are WORD .doc files so they can be modified to fit the needs of any district or Rotary Club.

1. A letter from the District Governor announcing the program.
2. A presentation outline announcing the program to the club s membership.
3. Action steps for implementation of the program at the club level.
4. A prospect development list for the use of club members.
5. A sample of a prospect invitation letter to the Interest Meeting .

Accessing the documents


Go to www.rotary5230.org

Select Standing Committees on the left-hand side.

Under Membership select **Membership is Everyone s Job** Kit. This is a sip file that contains all five documents.

Membership is Everyone s Job is a very effective membership development system, however there are qualified individuals some cultures that will not, I repeat will not, join a traditional Rotary club. The main reason has to do with being outside the comfort zone of their culture and language.

So if they unwilling to adapt to our Rotary clubs, then Rotary must adapt to them by Chartering Culturally based Rotary Clubs. I will address diversity benefits derived form Cultural Based Rotary Clubs in the next issue of the **Membership Matters**.

If there are questions about **Membership is Everyone s Job** or you are interested in chartering a cultural club, please contact me at 831-375-5523 or dekremers@pacbell.net 

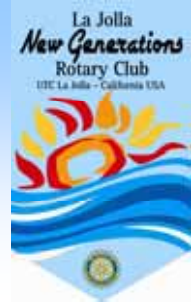
Editor s Note:

PDG Don Kremer joined the Monterey Peninsula Sunrise Rotary Club, Ca, in 1991. His classification is Management Consulting with a specialty in accelerating change in large organizations. Don served the club and district 5230 on numerous committees. As District Governor in 2006-07, membership has grown approximately 4%. This was due to a new membership development program

***Membership is Everyone s Job** and from chartering of two cultural clubs. The Rotary Club of Monterey Korean with 24 charter members and the Rotary Club of Fresno Latino with 32 Charter members.*



La Jolla *New Generations* Rotary Club District 5340



by Bob James Jr., Club President 2007-08
La Jolla New Generations Rotary Club

Hello Rotarians,

Welcome from the newest Rotary club in District 5340, the La Jolla New Generations Rotary Club! We have the New Generations name due to our desire to attract younger aged people to Rotary. We were formed in December 2006, Chartered in June 2007, and currently have 31 members with an average age of 31 years with 55% women. Please allow me to tell you how we got here.

Our District Governor in 2007, Phillipe Lamoise, had a vision of starting a younger aged Rotary Club. He, for months, asked people what they thought of the idea and always found a positive reaction to his vision. He found a great young Rotarian in the La Jolla Golden Triangle Rotary Club, and her name is Sara Miceli. Sara, along with assistance from the District leaders, put out the word that there was going to be some informational meetings for the formation of a possible new Rotary Club. Sara was the cornerstone of the foundation for our new club through its Charter. Her dedication to every facet of the formation is beyond awesome!

A group of 15 people showed up at the first information meeting along with District Leadership. A presentation of what Rotary is and why we serve was told to all of the interested attendees. We moved from meeting once a month, to weekly in February 2007. The club members voted that Wednesday evening at 5:30 was the best time for everyone. More and more people came and became interested in this New Generations format club. Starting with 20 people in March we were able to attract 7 more members to earn our charter in June 2007. We were able to spread the word about our New Generations Club at District Events and visiting other clubs.

Again it is important to state the participation and support of the District Leadership was key in the startup of our club. As well as the unwavering commitments of our two sponsoring clubs the Rotary Club of Del Mar and Rotary Club of La Jolla Golden Triangle. The members of these two clubs were essential in our growth. We thank them for their donations of time and finances.

Our next hurdle was locking a time and cost consistent with our new members. We needed a central location and wanted to keep costs down. The typical motel/hotel banquet room didn't work in San Diego as the cost per person would have been too high.

We found a local hip restaurant that actually had a private meeting room that holds up to 50 people. They don't charge us a minimum or require us to purchase a set amount of food. This was perfect for us keeping the costs down. This resulted in us keeping our monthly costs to \$55 per month per member. This is all inclusive of dues and food costs.

We maintained all requirements to become a Rotarian. All of our members are professionals in their field. They have the desire to serve their community and world. We are required to meet Rotary attendance requirements and reporting. So other than the fact that our average age is 31, we are just like every club in meeting format and leadership structure.

Let me tell you about some of the bumps on the road we experienced getting started. To get members quickly, we did accept some people typically in less than two visits. This didn't effectively screen out some people that were not up to committing to a weekly meeting or paying the small \$55 dues. As such we had a couple of members just disappear. We had no contact with them after seeing them twice as Charter Members. So unfortunately we have not retained five of our original 27 Charter Members.

**Once you decide to start your
New Generations Club, find yourself
some super dedicated Rotarians.
It is essential to have that kind of
foundation to start a new club.**

Two moved out of the area, and two just stopped responding to our communications. So in hindsight we would recommend that you maintain a three meeting minimum before offering membership to your new members. The good news is that we have still brought in 9 new members and currently stand at 31 members with 3 more coming in by the end of February.

Up until recently, I was the only existing Rotarian in our club. All of our other members were new Rotarians. We recently had a Rotarian join us from another club. The time and demographics fit her better. We felt it necessary to provide many programs about Rotary itself. If our members didn't understand what good Rotary does, then they could not be effective Rotarians. This has paid off as demonstrated by our many accomplishments so far.

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La Jolla New Generations Rotary Club *continued of page 3*

We have already done four service projects. We have 8 Paul Harris Fellowships, with many of our members being Paul Harris sustaining members. We have donated dictionaries to local elementary students, sponsored a matching grant for a school in the Middle East. We are participating in the Model UN peace program, sending two facilitators to RYLA, and sponsoring two RYLA students.

Once you decide to start your New Generations club, find yourself some super dedicated Rotarians. It is essential to have that kind of foundation to start a new club. Their energy and knowledge will spread through all of your new Rotarians. With more hands to serve, we can serve more people and grow Rotary in the next 100 years. Please start your New Generations club soon!

Bob James Jr.
 Club President 2007-2008
 La Jolla New Generations Rotary Club
www.ljnewgenrotary.org



EN QUOI LE PLAN DE LEADERSHIP PEUT-IL RENFORCER L EFFICACITÉ DES CLUBS?

PDG Leigh HIGINBOTHAM (D-5040), responsable Développement du leadership de club, nous répond:

Au cours de mes visites de club durant les 25 dernières années, j ai pu constater que si de nombreux clubs sont actifs et énergiques, d autres, franchement, manquent de dynamisme. Les caractéristiques des clubs qui réussissent sont la camaraderie, l implication dans le service, la formation et la présence de dirigeants compétents.

Le plan de leadership de club, inspiré par les meilleures pratiques de clubs qui réussissent à travers le monde, est la structure administrative recommandée aux clubs Rotary. Sa flexibilité permet à chaque club de développer sa propre personnalité. Tous les clubs, nouveaux comme anciens peuvent profiter de procédures administratives efficaces et standardisées visant à:

- Formuler des objectifs à long terme pour chacun des éléments d un club efficace.
- Fixer des objectifs conformes aux objectifs à long terme du club.
- Maintenir une bonne communication au sein du club et avec le district.
- Assurer la continuité de la politique du club.
- Amender le règlement intérieur afin de refléter les opérations du clubs.
- Mettre en place des actions variées et favoriser la camaraderie au sein du club.
- Favoriser la participation active de tous les membres.
- Développer un plan de formation efficace.

En affaires, on répond aux besoins d une organisation en développant des processus de fonctionnement adaptés, revus périodiquement pour garantir leur pertinence. Pourquoi un Rotary club devrait-il se satisfaire de moins alors que ses membres sont des acteurs de l économie locale? L expérience a prouvé que recruter et fidéliser des membres n était pas un problème pour un club fonctionnant bien.

Source: ROTARYWORLD Jan 2006

Diary Dates

March 29, 2008
 Zone Membership Seminar
 Zone 24
 Temecula, Ca
www.rotaryzone2324.org

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
 Windsor, ON
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

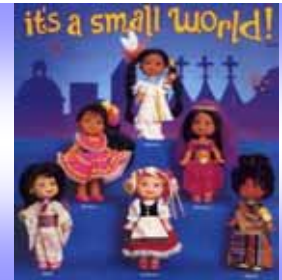
June 21 - 24, 2009
 Rotary International Convention
 Birmingham, England (tentative)

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

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



The small small and wonderful world of Rotary



By PDG Dick Drew, D-5050

To borrow a line from a theme ride at Disneyland "It's a small small world", nothing could be truer when it comes to Rotary.

On our way to the 2006 Rotary Conference in Copenhagen from our home in Maple Ridge, British Columbia, Aline and I took a pre-conference ten day Baltic Sea cruise. The cruise ship was crawling with Rotarians and partners from all over the world. One morning at breakfast, we sat with a couple about our age. They both had deep tans so I automatically assumed they were Rotarians from a warm climate. Boy was I wrong! It turned out they were not Rotarians and they came from Michigan. Their names were Dick & Betty Mulder. He quickly said he had been an active Rotarian for many years, retiring from Rotary when they sold their A & W restaurant several years ago to go travelling. By any chance I asked: Did you know a Rotary Governor from Michigan, now deceased, by the name of Beagle? His son Brian Beagle is the DGN of my former district 5020. He and wife Barbara live in Silverdale, Washington?

The couple looked at us in disbelief, their forks frozen in the air. If you mean Ken Beagle, he and his wife were our very closest friends, his son Brian used to hang out with his buddies at our A & W all of the time.

We learned the history of the Beagle family and the fact that Ken Beagle was Governor of District 636 (now 6360) in 1962-63. He was an active member of Rotary until his death in 2002 at age 89. We learned that PDG Ken was so proud of the fact that Brian, their youngest son, had joined Rotary in Silverdale, Washington. The Mulder s were over joyed to learn that Brian would become Governor in 2008-09, just like his father. Knowing Brian s father as they did, they both expressed sadness that PDG Ken was not alive to see their son installed as Governor in the organization that he loved and had dedicated so much of his life to. The Mulder s now have Brian and Barb s email address and keep in touch.

Now, here is the rest of the story. The Beagle s and the Mulder s were members of the Rotary Club of Grand Ledge, Michigan, a small community of 7000.

This wonderful story has special meaning to me as I was Chair of the Governor selection committee that selected Brian Beagle.

Why you understand why I say **Rotary is a small small wonderful world .**



WAY TO ATTRACT AND RETAIN ROTARY MEMBERS

Develop a Rotary web site and encourage community organizations to link to it -

In this technological age, it s important to keep pace with the times. The Internet is a powerful tool for sharing club and district activities.

Consider developing your own club or district web page. Rotary sites help attract and retain members, improve club communications across the globe, and make club project information available to your local media.

The number of people reached with Rotary s message can be substantially increased by encouraging community groups to send their visitors to your club s site for additional information on certain local issues and programs.

SUCCESS STORIES

Port Fairy (District 9780)

In District 9780, RC Port Fairy is breaking records with its rate of membership increase. With only eleven members in 2005, it has now just inducted its twenty-first member, and is determined that it will not stop there. An identification of appropriate people in its small community, together with a vibrant service projects program with visible community outcomes, has been the key to its membership success.

Albert Park (District 9800)

The RC Albert Park has changed its meeting time and venue as they induct over 50 members in the coming weeks - taking them to a membership of at least 90.

ZONE 22

For the Rotary Year 2008-2009 in Zone 22, the Rotary International President Elect, **Dung Kurn Lee** 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

**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@irk.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

Rotarians are
**PUTTING ON
 THE BLITZ**



President Wilf invites every Rotarian to take part in the Rotary Blitz

During the first 2 weeks of April every Rotarian from coast to coast is invited to take part in a Zone wide Membership Blitz.

Rotarians are asked to identify someone who could benefit from Rotary, who would be an asset to Rotary and who will thank YOU for inviting them.

Join Us - It's easy, it's fun and it's important !!

Three steps to a successful BLITZ

- 1 Work as a team and discuss possibilities with your fellow members. Make a list of possible prospects: your dentist, lawyer, financial advisor, doctor, coworker, neighbours or spouse.
- 2 Have a supply of "What is Rotary" cards in your wallet to present to prospective Members and invite them to your weekly Rotary breakfast, lunch or dinner during the first two weeks of April - and after.
- 3 Follow up after the meeting, direct them to the Rotary website, keep in touch, show them what Rotary is about and how they can get involved.

More Rotarians, will provide more fun in your club and community, more children an opportunity for an education, more women a chance to become self sufficient, more villages with clean water, more countries a chance for Peace.

Say **YES** to President Wilf

Say **YES** to the Membership Blitz

SHARE Rotary with others during the rest of the Rotary year and always

For more information, suggestions or tools, Visit

<http://www.rotary.org/en/Members/GeneralInformation/MembershipResources/Pages/ridefault.aspx>

Les Rotariens

ENTREPRENNENT UN BLITZ



Le Président Wilf invite chaque Rotarien à faire sa part dans le Blitz Rotarien

Au cours des 2 premières semaines du mois d'avril, chaque Rotarien, d'un océan à l'autre, est invité à participer au Blitz de l'effectif de la Zone 22.

On demande aux Rotariens d'identifier quelqu'un qui est susceptible de bénéficier du Rotary, qui pourrait être un acquis pour le Rotary et qui VOUS remerciera de l'avoir invité.

Joignez-vous à nous – C'est facile, c'est plaisant et c'est important !!

Trois étapes pour réussir le BLITZ

- 1 Formez des équipes avec les membres de votre club et discutez de toutes les possibilités. Dressez une liste de candidats possibles tels, votre dentiste, avocat, planificateur financier, médecin, collègue de travail, voisin ou épouse.
- 2 Munissez-vous d'une bonne quantité de cartes « Le Rotary en bref » dans votre portefeuille pour présenter à des candidats éventuels et invitez les à votre rencontre hebdomadaire du Rotary que ce soit le déjeuner, le dîner ou le souper durant les deux premières semaines du mois d'avril - et aussi après.
- 3 Assurez un suivi après la rencontre, invitez-les à visiter le site web, gardez contact, montrez leur ce qu'est le Rotary et comment ils peuvent s'impliquer.

Plus il y aura de Rotariens, plus il y aura de camaraderie dans votre club et votre communauté, plus d'enfants auront accès à l'éducation, davantage de femmes auront la chance de devenir autonomes, plus de villages pourront bénéficier d'une eau propre, et plus de pays auront la chance de vivre en paix.

Dites **OUI** au Président Wilf

Dites **OUI** au Blitz de l'effectif

PARTAGEZ le Rotary avec d'autres pendant le reste de l'année rotarienne et aussi après.

For more information, suggestions or tools, Visit

<http://www.rotary.org/en/Members/GeneralInformation/MembershipResources/Pages/ridedefault.aspx>