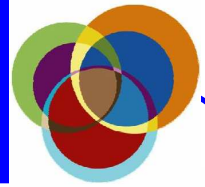


MEMBERSHIP MATTERS



ZONES 22, 23 & 24 MEMBERSHIP NEWSLETTER



Presidential Membership Conferences declared a success by President Wilf Wilkinson

by PDG Ken Balsley, District 5020



Saying it was a fantastic experience, President Wilf Wilkinson closed the Presidential Membership Conference held on August 10-11, 2007, in Vancouver, Canada. This was the fifth of seven such conferences held around North America focusing on membership growth.

RID Monty Audenart welcomed delegates to the conference. He said, "For far too many years, we in North America, where Rotary first began and became international, have paused on the comfort plateau of membership and now, find ourselves on the precipitous cliff of membership decline."

President Wilf thanked the more than 400 attendees by saying, "These conferences give me energy because I can see how important membership growth is to all of us. It's a fantastic experience to see so many Rotarians working together for the future of Rotary."

Just as he has done in all of the conferences, the president stressed that membership growth is important for Rotary. "The time is past for talking about Rotary membership growth. It's time to begin the work."

Rotarians heard from speakers on varied topics such as how different generations see Rotary, why diversity of membership is important, the need for change in Rotary's approach to membership and strategies to start new clubs.

Barrie Seaton of the Rotary Club of Port Coquitlam Centennial (District 5050) in a panel presentation explained his club's success with an afternoon no meal meeting. He said, "Many members find it easier to leave work early one day a week and still be home in time for dinner with their family." "The average age of club members is 42.

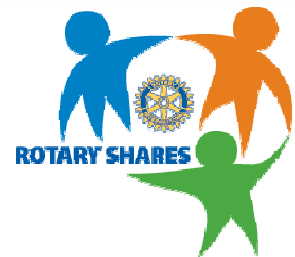
Conference Chair, PDG Chris Offer said, "The buzz in the room during the roundtable discussions was fantastic. The exchange of ideas ensured that everyone went away with strategies that they can implement immediately."

"The time is past for talking about Rotary membership growth. It's time to begin the work"
Wilf Wilkinson, RIP

to be continued on page 2

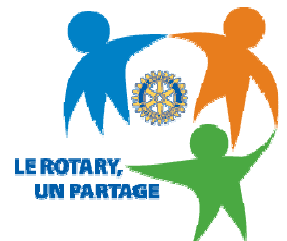


www.rotaryzone22.org



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



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Presidential Membership Conferences □ *continued from page 1*

In ending the conference President Wilkinson said, "The way each club approaches membership needs to be the right way for that club. There isn't going to be any one approach that works for everyone. But over the course of this conference, you have gained the tools and the ideas which will help you and your club will decide what's the best way for you."

Chris Offer challenged the Rotarians attending to walk the talk and lead by example by personally sponsoring a new member. He said, "This conference's success will be determined over the next few months if every club represented here today has a net increase in membership."

President Wilf thanked those who put on the Vancouver conference by saying "Each conference has been unique and has been the result of a great deal of time and effort by the organizing committee. This has been an outstanding conference."

Senior Rotary leaders in addition to RIP Wilf Wilkinson, RID Monty Audenart attending included RIPE DK Lee, RID Paul Netzel, PRID Sam Greene, PRID Ron Beaubien, and PRID Mike Pinson. A Regional Membership Conference held on Friday prior to the conference was attended by 160 Rotarians, a record for Zone 22 and possibly the highest attendance at any Regional seminar.



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LEADERSHIP CHALLENGE

by PDG Chris Offer, D-5040

This is a speech I gave at the District 1290, Cornwall, UK, and conference. I gave a modified version of this speech at the Zone 10 Institute in Istanbul in December 2006 and a longer version at the D5020 Assembly in Victoria, BC in February 2007.

Leadership is about taking risks. Your task as a Rotary leader is to move Rotarians from where they are to where they have not been. There is risk in making change in your district; there is risk in asking Rotarians to move in a new direction, there is risk in using new technology.

After six years of working on membership development as a zone and regional membership coordinator and two years on the RI membership committee, I have reached the conclusion that weak club and district leadership is our greatest challenge to the growth of Rotary. The student went to his master and asked:

□ *Master what is a flower?* □ The master answered: □ *Go ask the flower* □ That is what I try to do. I ask the Rotary leaders who I respect and who are exceptional leaders what they feel are the most important ways to grow Rotary's membership.

The answer I receive over and over again is improve our leadership at the club and district. Rotary cannot rise above the quality of our leadership. Rotary's membership grows where there is strong direction. The Rotary Foundation flourished with competent guidance, successful service projects have a foundation of dedicated leadership. The qualities of Rotary's leaders determine our future.

Past RI President Charles Tennent in 1957 said, □ *When a tree stops growing - it is ready to die. A Rotary Club is like that; it is moving ahead only when it is growing.* □ Fifty years later Charles Tennent's words are still true. Where a club is anaemic so is the leadership, where a Rotary committee is frail so is the leadership, where a district is ailing so is the leadership.

There are many myths about Rotary membership. One is Quality vs. Quantity. When I hear that I know the club is giving an excuse for not recruiting new members. Is every quality member in Rotary? Not in my town - not in any community. Let's look at the statistics. In Canada there are .9 Rotarians per 1000 population, in the UK you doing a bit better with one per 1000, the USA has 1.3. However, look down under Australia has 1.7 per 1000 and New Zealand, Past President Bill Boyd's country, has a remarkable 2.4 and Sweden wins the prize with 3.3.

The next myth is Rotary cost too much. When I hear this I know the person does not value Rotary. Rotary clubs give value

for money. Rotarians must feel they are getting their money's worth. The highest cost for Rotary is in fact food. In the UK a recent survey published in the Rotarian states that 58% of the cost of Rotary in the UK is for food.

Successful Rotary leaders come with a wide variety of personal characteristics such as their ability to make speeches; to relate people in groups or individually. We all know successful Rotary leaders that we wondered what enabled them to be effective. Some are smooth and some are rough. Some are charismatic and some are enigmatic. I think of the many leaders I worked with in my 31 years as a police officer. They were not all chiefs of police - many were constables their whole career but they were leaders. Leadership is not so much about technique and methods as it is about opening the heart.

Leadership is about inspiration - of oneself and of others. The Rotary leaders who are successful in encouraging membership growth in their district share many of the same skills and attributes. Canadian Prime Minister Lester Pearson, Nobel Peace Prize Winner and Rotarian, described the attributes required to be Prime Minister and I think they also describe a District Governor or club president. Pearson said, □ *You will need the hide of a rhinoceros, the morals of St. Francis, the*

patience of Job, the Wisdom of Solomon, the strength of Hercules, the leadership of Napoleon, the magnetism of a rock star and the subtlety of Machiavelli. □

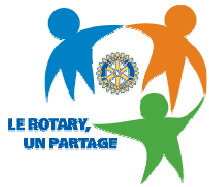
I believe that District Governor is not a position - it is an activity. You are going to leave a leadership legacy. However, a positive legacy doesn't just happen. The legacy you leave is the legacy you live. What you control is the way you lead and do things now. As a leader, you will affect the Rotarians in your district and they will take what they learn forward into the future of Rotary. On June 30, 2008, will your district have more members that at the start of the Rotary year or less? On June 30, 2008, will there be more clubs in your district that at the start of the Rotary year? You cannot do it alone. It takes teamwork but a team needs a leader.

You see in my view it's largely a myth that leaders single-handedly have all the answers. That they don't need to take advice. And that they get it right the first time and never change course. You should always be prepared to take advice. But you do need to be decisive. To make the judgment calls. And to change course if that's what's warranted.

Lead from the front

Lead by example

Lead with passion



Le Rotary, un partage !

En choisissant pour thème de son mandat, **Le Rotary, un partage**, Wilfrid J. Wilkinson, président 2007-2008 du Rotary International et membre du Rotary club de Trenton (Ontario, Canada), a voulu rappeler avec force que le partage est au coeur de tout ce qui se fait au Rotary: *«Nous partageons notre temps, nos talents et notre argent avec ceux qui ont besoin de notre aide»*. *Au Rotary, partager ne signifie pas donner ce qu'on a en trop, ce dont on n'a plus besoin. Partager signifie donner de soi, sans compter, pour le bien d'autrui*, a-t-il ainsi expliqué aux gouverneurs élus lors de l'Assemblée internationale de février dernier.

A une époque où toutes les organisations de service connaissent des difficultés en termes d'effectif, le président Wilkinson rappelle à tous l'importance d'agir en faveur du développement de l'effectif: *«Je sais qu'il n'est pas toujours facile de recruter. Trop souvent, on s'entend dire non. Personne n'aime essayer un refus. Il est facile de se décourager mais il faut s'attendre à ces refus, savoir quand réessayer et surmonter ces échecs pour réussir ailleurs.»*

Wilfrid Wilkinson insiste enfin sur l'importance des programmes de jeunes: *«Développer nos programmes pour la jeunesse permettra de former des générations de gens responsables, respectueux de leur déontologie professionnelle et motivés par le bénévolat. Ces jeunes qui seront un jour assis dans cette salle, assureront au Rotary un avenir que nous ne verrons pas»*.

Article extrait du numéro de juillet 2007 de Rotary World.

Diary Dates

September 13-16, 2007

Zone 22 Institute
Halifax, Nova Scotia, Canada
«Catch the Wave»

January 13-20, 2008

International Assembly
San Diego, California, USA

January 16-18, 2008

Past Officers Reunion
Omni Hotel, San Diego, CA, USA

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

Leadership Challenge ...continued from page 3

The old Scottish definition of leadership *«To show the way by going first»* captures the courage expressed in action, which is essential to leadership.

One of the things that I have believed over the years is that the primary role of a Rotary leader is to encourage optimism, even in a difficult situation. This is not the same as being a Pollyanna. Such a leader empowers followers, making them believe that they can accomplish worthwhile but very difficult tasks. Leaders actually create energy in groups by being positive without becoming unrealistic. Passion is the reason 99.9% of the world's children are polio free today.

I will close with another quote from Lester Pearson. In his autobiography, Pearson explained his success:

«I did it by hard work and long hours, by making it evident that I was available for whatever was to be done; by welcoming every opportunity for new and more responsible duties; and by accumulating all the experience possible in all the varied aspects of my profession.»

Rotary changes the lives of tens of thousands of people because we care and because we have passion for service. We need the same passion for membership development. Every club and every district can grow with the right leadership. Rotary is hopeful, generous, idealistic, daring, decent, and fair. That is our heritage; that is our future.

Paint Rotary with vivid colours not with insipid shades of pastel. Rotary's future may lie beyond our knowledge, but it is not beyond our control. You have the ability to shape Rotary's future, it is in your hands, you will determine Rotary's destiny. Lead from the front, lead by example, lead with passion - good luck.





Small Club Success Story

Submitted by RIMZC Bryn Styles, PDG District 7010

Havelock is a small community about 30 minutes east of Peterborough, Ontario. The Rotary Club is 60 years old but had been stagnant for a number of years. To celebrate their 60th Anniversary, the Rotary Club of Havelock had a celebration and invited people from around District 7010. The people from District who attended were in for a very pleasant surprise — here is the Havelock story as told by one of their own members, Dave Woodside. Please read it, celebrate in their success and maybe reflect upon other small Clubs we know that could be another success story -

For the past few years, the Rotary Club of Havelock has struggled with membership, yet has still managed to accomplish many things with too few members. The official membership was approximately 14 active members, however there were a few of those whose memberships were more of an honorary than active membership. Morale was low, there seemed to be no excitement in the club, and there didn't seem to be any prospective members in the area. There were a number of business people in the community that were consistently involved in assisting the Rotarians with their various projects, however they were not members of the club. It became apparent that these volunteers needed to be recruited, and needed to be recruited quickly. If not, their talents may be wasted, or their efforts may become focused elsewhere in the community.

A few current members who seemed to be doing too much of the work became focused on a two potential members. One businessman had his finger on the pulse of the community, knowing most if not everyone in town, having lived in Havelock for his entire life. He was very familiar with The Rotary Club of Havelock, as his father was a Past President of the club. This potential recruit was quite good friends with another businessman who was also quite active in the community, and was a former Rotarian in another club in District 7010. It became quite clear that these two business owners needed to become Rotarians in Havelock, and the sooner the better. The pressure was applied equally, each refusing to join without the other. It became clear that The Rotary Club of Havelock would have 2 new members very soon. Two weeks later, both were inducted, and the fun began. It seemed that these two Rotarians were

determined to make sure that they were going to have fun and were not going to be overworked. They became obsessed with targeting and recruiting potential members. There are a large number of small businesses in the Havelock community, and there is a group of individuals who make things happen.

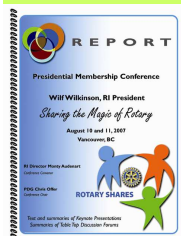
This group was mostly an untapped resource, partially due to the fact that most of the current members of the Rotary Club did not live within this "circle". The ball started rolling and things began to happen quickly. The two new members quickly recruited a mutual friend, and started talking about other possible candidates for membership. Only a couple of weeks later they encouraged two women to join the club, a mother and daughter team who are well known in the community for their involvement in a successful Rotary sponsored event that takes place every Christmas, providing food, clothing and gifts to the underprivileged. Another two members were recruited by other Rotarians who were getting excited about increasing membership, and then another member was welcomed by our original recruits. The possibilities seemed to be endless, with new recruits attending meetings on a regular basis, something that continues to happen. Where will it end? No one knows.

The success for our club has partially been due to luck, but mostly it's about considering and targeting the right people with the right attitude. If you get one or two key people, then the membership drive snowballs. Now that we have increased our membership to above 20, it is imperative that we look at the structure of our club. We need to keep our new members, they need to be able to be active contributors to our projects and need to conduct themselves and their businesses in the ideals of Rotary. It is so important that we not only have strong numbers, but strong members. This and the ability to have fun will ensure we have a strong club now and in the future. We realize that together we can have a lot of fun doing great things, and that is what Rotary is all about.

My name is Dave Woodside, the smaller half of what has been nicknamed "The Bruce and Dave Show". Bruce Brett and I were recruited in October of 2006, and we are determined to successfully increase membership and revitalize The Rotary Club of Havelock. Come to Havelock and join us for a meeting. You won't be disappointed, and we welcome you to our club.

Presidential Membership Conference Report - Vancouver - 10 & 11 Aug. 2007

by Elly Contreras-Vermeulen, RIMZC Zone 22 W



The Presidential Membership Conference report is available for downloading (PDF format) free at

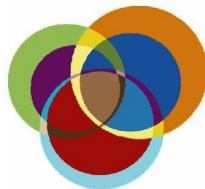
www.RotaryEvents.ca <<http://www.rotaryevents.ca/>> or at www.RotaryZone22.org

<<http://www.rotaryzone22.org/>> or you may purchase a spiral bound printed copy for \$10.00 including shipping costs and tax. Order form also on the website.

This 50 page coil bound report includes the text or synopsis of all keynote presentations, summary of presentations of Success Stories and Best Practices and the findings of all table top discussion groups.

It is a valuable resource for club membership committee members, district membership committee members and all club and district leaders. This report will build on the foundation of membership growth started at the Presidential Membership Conference. Order your copy now.

RIMZC - ZONE 22 West Rotary International Membership Coordinators 2007-2008



Elly Contreras-Vermeulen

Peter H. Peters

Elly, who was born in Holland, joined the Rotary Club of Stony Plain, AB in October of 1996, served as secretary for two years and as Club President for 2001-2002. Because of her huge commitment, enthusiasm and the sponsoring of 10 new members in her club, she received the "Rotarian of the year" award for her club twice.

After assisting in the chartering of several new clubs, she was invited to serve on the District Extension Committee in 1997, and chaired that committee for three years. Then continued to serve the District as Membership Chair and was nominated for District Governor for the 2005-2006 year.

Her husband Ramiro, who was born in Chile, is also a Rotarian and a past GSE team leader. He served as President for the Rotary Club of Spruce Grove AB in 2006-2007.

Both Elly and Ramiro have 100 percent attendance since their induction and both are multiple Paul Harris fellows as well as Benefactors.

They have attended five International Conventions and every single District Conference since 1997. They have also been involved in several International Service Projects, of which one in Siberia.

Together they have recruited well over 20 new members in their own as well as other clubs in the area.

Elly's District has been the leader in membership developments and received several awards from the Zone for the 2005-2006 Rotary Year, including two for Foundation and one for largest increase in members.

Both Ramiro and Elly continue to put Membership Development as their main priority.

Peter joined Rotary in 1970 and in the ensuing years had the privilege of membership in four Rotary clubs all within District 5550. He served as President of the Rotary Clubs of Melfort, and Regina Eastview, Sask. his present club. Peter was Governor of District 5550 in 1999-2000. To assume this task he retired after a 37-year career in healthcare, the last 17 as CEO of the Saskatchewan Cancer Agency.

Upon completion of his Governorship, Peter served for 3 years (concurrently) as the District's Rotary Foundation Chairperson and District Trainer. In June of 2007 he completed four years as Chair of the District World Community Services Committee, which has an impressive history of rallying club support and leveraging resources for international service projects. He continues as the District's representative to CRCID and is the CRCID Region 2 Trainer. Interest in the international aspect of Rotary intensified in response to two overseas experiences. In 1998 Peter was as a member of Mennonite Central Committee's 7-person Peace Delegation to Iraq, which looked at the impact of economic sanctions on common Iraqi's. This was followed in 2000 with a visit to Ukraine as a member of a 10-person team invited to conduct a seminar on cancer and palliative care to health professionals at the Regional Cancer Hospital in Zaporozhye, Ukraine.

Peter and Margaret have 4 married children (all 10 are PHFs), and 12 grandchildren. Peter and Margaret are Rotary Foundation Major Donors, Benefactors and members of the Bequest Society.

