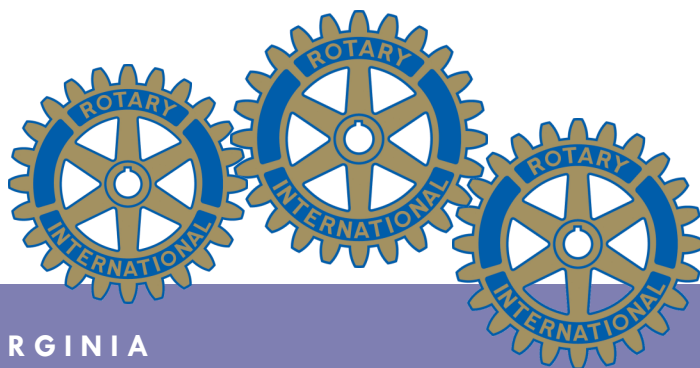


The Hub



ROTARY CLUB OF ASHBURN, VIRGINIA

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January 27, 2011

A New Approach to Rotary, Rotary International News -- 20 January 2011

Katie Ischkin, president and founder of the Rotary Club of South Metro Minneapolis Evenings, Minnesota, USA, believes in a new approach to Rotary.

Her Rotary club, chartered in June, has already grown to 25 members, including 12 new Rotarians who were recruited in a three-month period. The club has signed up for its first Matching Grant and international service project and has participated in more than 10 community service or hands-on volunteer efforts.

Ischkin shared her ideas on how to attract young professionals to Rotary during the International Assembly, an annual training event in San Diego, California. As a "proud, young, female Rotarian," she is among only 2 percent of club members worldwide under the age of 30, and only 11 percent under 40.

"We need to focus on generating interest in young people for the future success of Rotary," she said. "We are faced today with the need to grow not just for the sake of numbers but to create strong, young, global leaders who are going to help continue the success of the Rotary organization."

Ischkin advocates a new outlook on membership and a different approach to club structure. As a change management consultant, she said she understands people's fear of change. But she stressed that her approach doesn't mean altering the core pieces of the organization or losing what Rotarians hold dear.

"What does change are what I call surface-level elements," she said. "The pieces that individual clubs have the power to shift and redesign, such as meeting times and locations, program structures, club member involvement, and committee formats."

Manage expectations

Ischkin's club meets in the evening and lowers costs by not having meals. And it doesn't hold a traditional meeting every week: The third meeting of the month is a happy hour/networking event at different locations in the city, and the fourth meeting is a hands-on volunteering opportunity.

Ischkin added that it's important to understand the mindset of the new generation and manage expectations accordingly. Younger people are "always on the go and truly connected," she explained, whether it's through social networking, text messaging, or other means. They face a lot of pressure to be involved in multiple endeavors and to balance work and personal life. As a result, they may be "on call" with their careers, but they are no less dedicated to service.

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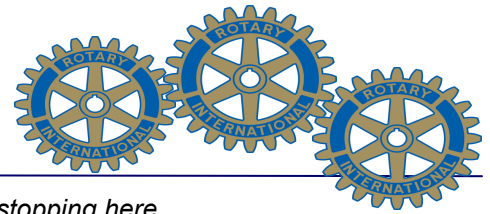
Agenda:

1. Pledge of Allegiance
2. Invocation
3. Lunch
4. Introduction of Guests
5. Club Announcements
6. Guest Speaker
Presentation
7. Upcoming Events
8. 50:50 Drawing/Happy
Talk
9. Four Way Test
10. Adjourn 1:15 PM
11. BOD Meeting — following
Club Meeting when sched-
uled.

The Four-Way Test

"Of the things we think say or do:

- 1) Is it the TRUTH?
- 2) Is it FAIR to all concerned?
- 3) Will it build GOODWILL and
BETTER FRIENDSHIPS?
- 4) Will it be BENEFICIAL to all
concerned?"



Happy Thoughts:

With the snow blanketing our area, wouldn't it be nice to be able to stay home, curled up in front of a fire, sharing a game, movie or maybe evening a good story with our family. Or maybe taking a few quiet moments to enjoy the snow. So, as you are passing the day, here's a little something I would like to share with you, to remind you of simpler times, when it was enough to enjoy the beauty of the season. I wonder what Mr. Frost would think today?

Stopping By Woods on Snowy Evening **By Robert Frost**

*Whose woods these are I think I know.
His house is in the village though;*

*He will not see me stopping here
To watch his woods fill up with snow.*

*My little horse must think it queer
To stop without a farmhouse near
Between the woods and frozen lake
The darkest evening of the year.*

*He gives his harness bells a shake
To ask if there is some mistake.
The only other sound's the sweep
Of easy wind and downy flake.*

*The woods are lovely, dark and deep.
But I have promises to keep,
And miles to go before I sleep,
And miles to go before I sleep.*

A New Approach to Rotary, continued:

"When you're trying to recruit younger members or even sponsor and start a New Generations Rotary club, take time with your club and committee to outline what your expectations are and whether they will align with the younger generation you are trying to attract and work with," she said. "Not every Rotary club

can quickly shift gears to attract younger members; it takes time and baby steps."

But for many clubs, she said, "all it takes is opening up your minds and starting to think differently about the future of your club's membership."

The Rotary Club of Ashburn, VA Board of Directors

John Warren, President

Ray RePage, Vice President

Mary Maguire, Secretary

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Shawn Mitchell, Sergeant at Arms

Kathy Knight, Director

Nancy Pav, Director

Sam Wiley, Director

Jay Brown, Director

Larry Deigh, Director

Charles Kapur, Director

www.rotaryclubofashburnva.org

Upcoming Meetings & Special Events

Jan. 27: Meeting Cancelled

Feb 3: Classification Talk — Dr. Stephen Hinkle, Optometrist

Feb 10: Tony Howard — President & CEO, Loudoun Chamber of Commerce

Feb 17: Classification Talk — Sam Wiley, Regional Manager, Capital One

Feb 24: Club Business Meeting

Weekly Greeter Schedule:

02/03/11 Michael Kipp

02/10/11 Sam Wiley

02/17/11 Larry Deigh

02/24/11 Ray RePage

Note: All Meetings, unless otherwise noted, will be held at the 1757 Golf Club from 12:00 to 1:15 PM.