

JANUARY IS ROTARY AWARENESS MONTH

PEOPLE YOU MAY KNOW



Rosemary Knechtel
President Elect



Ned Lauder
Rotarian



Dan Lawrie
Rotarian



Bill Lister
Rotarian



Alan Livingston
Rotarian



Mayor Fred Eisenberger to speak at Rotary Club – January 8th 2015

An annual tradition, the Mayor of Hamilton is the first speaker of the New Year. Join us at Noon on January 8th, 2015 at the Art Gallery of Hamilton to hear Mayor Fred Eisenberger. The Mayor will give us an update of the state of the City.

On October 27, 2014 Hamilton residents voted Fred Eisenberger mayor-elect in the City of Hamilton's 2014 municipal election. Fred Eisenberger previously served as Mayor of Hamilton from 2006-2010. Fred was born in Amsterdam and came to Canada with his family when he was eight years old. He attended school in Hamilton, graduating from both Sir Winston Churchill Secondary School and Mohawk College.

He has been chair of the Hamilton Port Authority and served previously as a Hamilton city councillor and then as Hamilton's mayor. This is a great meeting to bring a potential member to. The Mayor is the first in a great line-up of upcoming speakers at Rotary Club of Hamilton's Meetings.

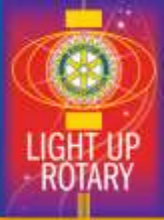


FRED EISENBERGER
Mayor of Hamilton
OCT 7, 2014

The Rotary Club of Hamilton Board of Directors 2014/15

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A New Year's Wish

New beginnings, fresh starts, reaffirmation of love and promises for a brighter future all come to mind as we ring in a **New Year**. There are the superficial, yet purposeful promises we make to ourselves. We resolve to get in shape, lose weight, improve career paths and the like. Then there are the **heartfelt promises we make to others**, whether aloud or in our minds. We want to care more, express love more, reverse bad feelings in old relationships or seek out new loving relationships. We try our very best to **put these desires into words**. Find the perfect words! Choose among hundreds of genuine heartfelt **Happy New Year wishes** and **greetings** for your family, friends and loved ones

The New Year is a time to reflect on the changes we want or need to make. Here is a list of the top Rotary **New Year's resolutions**. These are easy resolutions that will strengthen our Rotary Club:

New Year Resolutions for Rotary:

1. Attend our weekly meetings – Great speakers, fellowship and networking all happen at our weekly meetings.
2. Do a make-up – Can't attend our meeting why not visit another Rotary Club. There are Rotary meetings worldwide
3. Invite a new member – bring a guest to Rotary and invite them to be a member. Who do you think would make a great Rotarian?
4. Attend Spring Uncorked – Our spring fundraiser is a blast. Great food, wine and more! Get your tickets today, better yet invite some friends to join you!
5. Wear your Rotary pin – Be proud. It is also a great tool to start a conversation about the good work that Rotary does and membership
6. Get involved in a hands on Rotary project – Volunteering is vital to Rotary. It can be a family event too. Telling Tales, Adopt-a-Park, Rotary Summer Literacy or the annual Christmas Lunch are great projects. There is also our committees – Membership, World Community Service & Youth Committee just to name a few.
7. Become a Rotarian not just a member – Find your Rotary moment. What do you like best about Rotary, what talent can you share with Rotary to make a difference in the world?
8. Rotary Forever Fund – Did you know that supporting the Rotary Forever Fund means we have an everlasting means to continue the good work of Rotary, Not just this year but years to come.
9. Make Rotary one of your Charities of Choice – Our Rotary Club does so much good in our local & international communities. Supporting the Sunshine Fund will make sure this good work continues to happen.
10. Enjoy Rotary – Have some fun meeting a new Rotarian, work side by side with another Rotarian. Know that by working together we make a huge impact. Be proud to be a Rotarian in the Rotary Club of Hamilton – Over a Century of Service in Hamilton!

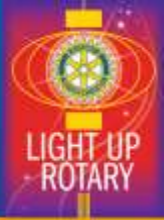
Giving Back to Literacy - \$11,000 presented to local literacy organizations as a result of this Year's Telling Tales Festival!

HAMILTON, ONTARIO – December 9, 2014: The Telling Tales Festival is proud to be able to give back to local literacy organizations. Since 2009 Telling Tales has raised over \$85,000 for literacy projects in our community! The Festival is a free, one-day event, but more importantly a yearlong commitment to promoting literacy and inspiring a love of reading. We have over 20 Rotary Clubs in District 7090 and District 7080 helping to support and promote the event and over 150 Rotary volunteers helping on the day of the Festival. It is an event to which the Rotary Club of Hamilton is the HOST Rotary sponsor and it is an event to everyone is very proud to be involved.

The Telling Tales Festival relies on the generosity of sponsors and donors. After all the operating costs are covered, a portion of the remaining funds are donated back into community literacy initiatives.



Each year a committee meets to review funding proposals. Committee members are made up of representatives from Rotary Clubs at the silver and gold sponsorship level and include: Rotary Club of Burlington Central, Rotary Club of Burlington Lakeshore, Rotary Club of Dundas, Rotary Club of Dundas Valley Sunrise, Rotary Club of Hamilton, and Rotary Club of Waterdown.



The recipients of this year's literacy funding are:

Rotary Summer Literacy Program: \$5,000

"The Telling Tales Festival has been a valued partner for the past five years and this funding will help to provide a summer literacy camp experience for over 2,500 primary and junior students in high needs communities around the city," says Robert Blunsdon, Program Director of the Rotary Summer Literacy Program.

Early Literacy Hamilton's "Read to your Baby" program: \$4,000

These funds will help to purchase books that doctors and health practitioners give to new parents at their child's 18-month enhanced well-baby visit, along with a "prescription" to read with their child daily and an invitation to get their child a library card.

Hamilton Literacy Council: \$2,000

The Hamilton Literacy Council assists adults with low literacy skills. They offer literacy services for parents to help them support their children in school. With the increased use of technology in learning and communicating, these funds will be used to purchase iPads with basic learning apps.

For more on this Telling Tales festival – be sure to go to the website (www.tellingtales.org).

Telling Tales celebrates stories. We do this by bringing together Canadian authors, illustrators, musicians and storytellers with their audience – our children. Telling Tales is a free, one-day, outdoor festival, and a year 'round commitment to promoting literacy and inspiring a love of reading.

Submitted by Anne Bermingham, Volunteer Co-Chair and member of the Rotary Club of Hamilton

Telling Tales Festival 2014

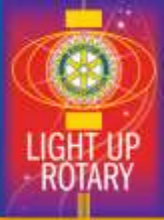
You Helped Make Magic Happen!

*Thank you for your support of the annual Christmas Celebration at Cathy Wever School!
You helped fill the tummies and hearts of over 680 students!*

Wishing you the best in 2015!

Rotary Club of Hamilton





Club Services Update

Resignations

Gregg Crealock
Peter Baker

Membership Matters

We hope this can be the first of a regular report to the Ambassador from the Membership Committee.

On October 16, 2014 the Membership Committee Chair, John Clinton engaged those in attendance at lunch to complete a Membership Survey and provide feedback on membership issues from the floor. All members also received the survey by email. On November 20th John Clinton proved a brief PowerPoint presentation to the club on the survey results.

This is a summary of that presentation:

Current Membership

The current membership of the club us 93 Members. This is reflective of a steady downward trend that has been happening year over year for some time. The club is losing slightly more than 10% of its members every year through resignations and deaths. Based on this, we need 10 to 12 new members just to stay even.

Who completed the survey

42 members completed the survey

Survey Notables

97% of respondents felt welcome in the club

79% of respondents felt comfortable sharing concerns

100% of respondents have participated in club activities

Over all respondents felt that dues, meeting costs, fines and asks were reasonable

Most respondents were happy with the meeting place, with 12 of 42 thinking the meal cost was too high

40% of respondents did not feel there were enough fellowship activities

What we need to do better

1. Membership development
2. New member orientation
3. Public relations

4. Fundraising
5. Better speakers
6. Better variety of program topics
7. More focus on fun and fellowship

A message from the North Pole:

The Rotary Club of Hamilton has received a special note from Santa Clause. He wanted to thank the members of the Rotary Club who help with so many worthwhile community projects. He was very happy to see so many Rotarians on the "good list" this year. He wanted to thank the planning committee and Chair Phil Winer for the hard work and effort that our Rotary Club puts into holding the annual Rotary Christmas Celebration at Cathy Wever School. He wished each Rotarian a prosperous New Year!

Magic happened at Cathy Wever School on December 11th, 2014. Thanks to the many volunteers & Rotarians who helped make this huge event a success.

We wanted to share some of the numbers with you...

8 – This is the 8th annual Christmas Celebration at Cathy Wever School

650 – 650 Goodie bags packaged, filled with treats and delivered

29 – Rotarians who volunteered the day of the event = 31 % of our membership

\$640 – Stocking purchased on-line, 50% was from non-Rotarians

300 – The number of potatoes used at the Christmas Party

20 computers given away

1 visit from Santa

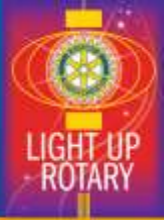


Thank you to all the Rotary Elves who volunteered at the event. A great hands on project of our Rotary Club:

Richard Allen, Kevin Anstee, Deborah Barfknecht, Anne Bermingham, Marvin Caplan, John Clinton, Gentiana Collaku, Chris Cutler, Jake DeJong, Matt Downey, John Duffy, Michelle Galante, Tom Gallagher, Louisa Gembora, Paul Gibel, Paul Gordon, Dave Gruggan, Susan Jasper, Rosemary Knechtel, Ginny Mattuzzi, Alex Moroz, Heather Moroz, Adam Oldfield, Trevor Pringle, Peter Quaglia, Julie Shea, Brad Spencer, Phil Winer and Pearl Wolfe.

We couldn't do it without the support of Rotarians. Thank you to the following Rotarians who purchased Stockings:

Kevin Anstee, Nancy Baker, Deborah Barfknecht, Anne Bermingham, Dave Buckley, Marvin Caplan, John Clinton, Gentiana Collaku, Chris Cutler, Matt Downey, John Duffy, Michele Galante, Tom Gallagher, Tim Galvin, Paul Gordon, Joan Heels, Irene Hubar, Rosemary Knechtel, Sherry Lucia, Bodo Luehmann, Ginny Mattuzzi, Alex Moroz, Heather Moroz, Bill Nelson, Adam Oldfield, Bruce Peever, Helen Pelton, Trevor Pringle, Marie Robbins, Julie Shea, David Simpson, Brad Spencer, Madelane Steller-Cain, Sandy Thar, Paul VanRiesen, Phil Winer, Pearl Wolfe, Michael Yamamoto



Special Thank you to Non Rotarians who supported the Christmas Celebration: Shiran Noseworthy, Lisa Virticchio, Tom Loth, Shelly Mousseau, Jay Lubieniecki, Ed Faddies, Raven Cook, Kelly Jones, Sandy Selome, Lorne Pasquale, Linda Bevan

We also had some great coverage on CHCH TV. Here is the link to the story:

<http://www.chch.com/getting-school-kids-holiday-spirit/>

Special Thanks you's:

GT French, St Leonard's GreenBYTE Program, Broadway Bound Dancers, Ron Blunsdon, BMO, St Charle's Adult Education, AVIA Health Care, Hamilton Fire Fighters, City of Hamilton – Parks & Cemeteries, Dodsworth & Brown Funeral Home and Tina Eidukaitis

Top 10 Rotary Moments of 2014!

The Rotary Ambassador is giving you the most fascinating gems of 2014 at Rotary. This yearbook features some of the projects, speakers, special events and happenings at Rotary during 2014. Sit back and enjoy the trip down memory lane.... Hope you didn't miss too much!

1. Garden Party in the Dark – How could we forget the annual Garden Party in June 2014. The Garden Party is an opportunity to say thank you to outgoing President Christopher Cutler and congratulate incoming President Peter Quaglia. Thanks to a storm earlier that evening, the power was out at Beverly Golf & Country Club. The Garden Party continued by candlelight. It was warm, but the celebration continued.
2. President Peter ALS Ice Bucket challenge. President Peter Quaglia of the Rotary Club of Hamilton took the ALS Ice bucket challenge in his suit at the weekly Rotary meeting...and still gave \$110 to ALS! Rotarian Ginny Mattuzzi was the lucky dumper of ice water!
3. 2014 was Rotary by the month. The Rotary Remembers Calendar gave us the opportunity to see some of the women of Rotary each month. This fundraiser helped raise over \$12,000 for the Sunshine Fund during our 100th Anniversary year.
4. A year of great growth – The Rotary Summer Literacy Program and the Telling Tales Literacy Festival saw great growth in 2014. Both foster literacy in young people and families while being great "hands on projects"
5. The Rotary Fall Golf Classic brought back the long tradition of having a golf tournament to our Rotary Club. This afternoon golf tournament was a huge success with food, beverages or prizes on each of the nine holes. A sell out is expected for 2015 as many golfers plan to return and bring more golfers. This is a one of a kind unique and fun golf tournament!
6. The year of the New! In 2014 Rotary International released an updated logo. Our Rotary Club also launched an updated website, created the new networking event Rotary After Dark and for the first time had on-line donations to help support our Rotary projects.
7. Partnerships – This help leverage the projects of Rotary. A partnership with Scotts Miracle Gro, the City of Hamilton & Cathy Wever School we helped with the Extreme Park Makeover at Pinky Lewis Parkette. The project created an outdoor classroom and learning gardens for the community.
8. Past President's Day. On May 15th 2014, our Rotary Club held the annual Past President's Day. A great meeting saluting the contributions and leadership of our Past Presidents. It is always a great meeting!
9. Polio – We are this close to ending Polio. Our social media campaign on Polio featured many of our Rotarians holding signs indicating we are "this close" to eradicating Polio. The entire membership had a group photo taken as part of this campaign

10. Light up Rotary – We held our Rotary Day in September by hosting a community BBQ at the Wever Fall Harvest Celebration. A lot of burgers and hot dogs grilled, and a huge community celebration with over 1000 people

2014 was a very busy and exciting year. President Chris & President Peter showed great leadership, having fun and showing Rotary in a positive light. It is difficult to do a top 10 for the year as there was so many outstanding projects and happenings that didn't make the list : Spring Uncorked 2014, Rotary project **Thrive for Five** in Mali, ICYIC meeting at the Outdoor Classroom at Cathy Wever School, the Little Free Library we installed, and Rotary District 7090 awarding 4 out of 4 Stars from district 7090 Web Critics for our website and Facebook Page. We presented a number of Paul Harris Fellowship and had a number of Rotarians celebrate significant years of service in Rotary Club. We ended our Centennial Anniversary year in June and had a number of events as part of the 100th anniversary. As we enter into a new Century of Service and a New Year we hope that Rotary and Rotarians continue to be engaged, caring and generous individuals who make the world better in 2015.



Monthly Youth Exchange Report

November:

Host Club (country in): Rotary Club Catanduva

Host Club YEO: Sul. Valdenir Rossi

Host Club Counselor: Daniel Roberto de Matos Jorge Ferreira

Sponsor Club (back home): Rotary Club Hamilton

Sponsor Club YEO/email: Nancy Baker

Sponsor Club Counselor/email: Ginny Mattuzzi vmconsultant@cogeco.ca

Present Host Family (all members): Elaine, Robson, Amanda Melim Bento

Contact Info: Rua Morada Nova, 155 - Residencial Acapulco - Catanduva/SP - CEP: 15804-080 phone number is 55-17-30454383

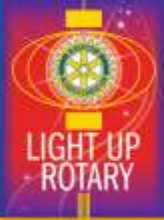
Staying in Touch

My host club in Brazil is still extremely supportive of me, and treat me well. In the month of November my host club had small outings, such as going to Pizzaria, coming to my home, having lunch at another person's home. I was sure to attend all of those events, and began planning a Christmas Carol with one of the woman of Rotary since my host mom mentioned I love singing and I told her I love Christmas.

The last time I contacted with my councillor and host club was November 21st and it was about my upcoming blogs and how I was doing in Brazil. The last time I contacted my family back at home was November 19th.

Now that summer vacation has started on Friday 21st, my friends and I are planning many things to do together this vacation. But in the month of November I wasn't able to do much with them on the weekends because they had to write tests to enter into the universities. So when we did go out it would be during the week after school. We went to Mcdonald's a couple of times, and when the third Hunger Games movie came out, which was three days before North America, we went to go see it the day after it came out. My one friend just celebrated her sixteenth birthday and invited people from Sao Paulo and Rio Preto, so I made new friends and they want to do things with me and get to know me better.

As I'm sure I have mentioned before, Portuguese is a hard but beautiful language. There will be times where I'll be in the middle of telling a story to someone, and I'll just stop and think about how incredible it is that I know a different language and speaking it fluently, with some flaws. I remember when I first arrived and didn't understand a word someone would say to me and now I can have an actual conversation with people. I'm completely overwhelmed that I can now speak, because when I first arrived I wasn't able to have conversations with my host dad, but now that I'm able to, me and him don't go a day without talking about something. Since he drives me to school, I take this as a special time to just



talk to him about everything. I am really close with my host dad now, and I'm sad to be leaving my host family in the month of December.

ariannainbrazil.tumblr.com

Confidential Information

As mentioned above, I love my host family. They've done so much for me. I was thinking about it as I was doing the dishes one morning and one of my dad's friends asked me how my host parents got me to do all of the dishes. And I smiled and responded with "they didn't ask me, I just did it." I've never seen such a shocked expression but he replied with "but why would you do the dishes if they didn't ask you to?" If didn't give me a chance to respond but it got me thinking. My host family has done so much for me, they accepted a complete stranger into their home, and gave me a place to sleep, they give me delicious food every day to eat, they do my laundry for me, they take me places, and they've been completely supportive of me learning Portuguese. And yes, that is the host families' responsibility, but doing a couple of dishes is the least I could do to show them my thanks. In December, I'm going to change my host families, and as sad as I am about leaving this family since I've made such good relationships and connections with them, I am also ready to see how a different family lives. Luckily, my second host family and first host family are really good friends and do many things with each other so I will never be fully out of touch with my first host family.

School is going well, but now I am on summer vacation. At the school I might have to write some tests since I failed a couple classes, but the director told me that it's only if my grades here count for my grades in Canada. Early December, I will go with my host mom and figure things out with the director and the rotary here.

I received my monthly stipend of 100 reals.

Activity Update

The month of November was a quiet one until the end. Since I'm on summer vacation now, my host mom and sister and I went to stay at my host grandparents. We stayed there for five days since my host grandma was in the hospital. I got to know my host granpa, and cousin really well during that time and actually began understanding things on the television. After the visit to my grandparents house, the three of us went to Sao Paulo for five days. That was amazing! I got to go several museums, such as the history of Brazil, language, art, and soccer museum. I learnt a lot about the people and the culture of Brazil during this time. During some of the days we went shopping and one day there was a protest on Paulista Avenue. I didn't participate but followed along with the parade. It was interesting because all those people were there since they didn't like who got voted into the government in Brazil and they're protesting against it. Other than that, November was a quiet month and I didn't do much until the last ten days.

ROTARY AFTER DARK

Come and check out a new opportunity to network and socialize at the Rotary Club of Hamilton's new 'Rotary After Dark' meeting at **The Hamilton Club** (6 Main Street East; Parking available beside and behind the Club).

2015 Meeting Dates

January 8, 2015 at 5:30
February 12 at 5:30
March 12 at 5:30
April 9 at 5:30
May 14 at 5:30
June 11 at 5:30
July 9 at 5:30
August 13 at 5:30
September 10 at 5:30
October 8 at 5:30
November 12 @ 5:30
December 10 at 5:30

The Ambassador is a publication of the
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Oldfield

2014-2015

Board of Directors' Meetings

Dodsworth and Brown, Robinson
Chapel
**15 West Avenue North, Hamilton
ON L8L 5B9**

Second Monday of the month
at 5 p.m.

Monday January 12, 2015

Monday February 9, 2015

Monday March 9, 2015

Monday April 13, 2015

Monday May 11, 2015

June 2015 - TBA



Are you on
Facebook? Search Rotary Club
of Hamilton and "like" us to
receive our updates



Follow us on
Twitter @rotaryhamilton

Upcoming Rotary District 7090 Events

District Council Meeting Phillip Sheridan Community Building Jan 24, 2015 08:00 AM - 12:00 PM
PETS 2 Mar 06, 2015 06:00 PM - Mar 07, 2015 08:00 PM
Training Assembly option 1 Apr 11, 2015 08:30 AM - 02:30 PM
District Council Meeting Phillip Sheridan Community Center Apr 25, 2015 08:00 AM - 12:00 PM
Training Assembly option 2 May 02, 2015 08:30 AM - 02:30 PM
District Council Meeting Phillip Sheridan Community Center Jun 20, 2015 08:00 AM - 12:00 PM
2014-2015 Awards Banquet & DG Changeover Luncheon Templeton Landing Jun 28, 2015 11:00 AM - 02:00 PM
District Conference 2015 Holiday Valley Resort Oct 23, 2015 12:00 PM - Oct 25, 2015 11:00 AM

Make sure you check out the promo video for the 2015 District Conference, it is very creative and funny, especially for us Canadians! Go to the District Conferences website at

<http://districtconference2015.com/>

And click on the picture, if that link does not get you the video go to

<http://vimeo.com/107083306>

and you can see it there!



Start planning now for the Rotary International Convention!



Speed Mentoring

Monday, 19 January 2015 – 4-7 pm

Great Hall, McMaster University

The Rotary Club of Hamilton and the Rotaract Club at McMaster University join hands for an exciting event to engage youth and foster professional linkages.

Through short engagement with experienced Rotarians and friends of the Rotary Club of Hamilton, students at all levels learn more about job hunting, skill development, professional visibility, sector knowledge, and networking. This professional advice can be instrumental in career development and successfully landing rewarding jobs. It's also a great introduction to Rotary.

For Rotarians, this event is an excellent way to engage with youth and share the ins and outs of their profession. Mentoring youth can be professionally rewarding and can also help identify future employees (and interns / volunteers) for one's organization.

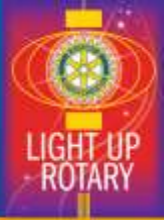
To learn more

Contact at Rotary Club of Hamilton:

- Nancy Baker (nancyjobaker@outlook.com)
- Zafar Adeel (Zafar.Adeel@unu.edu)

Contact at Rotaract Club at McMaster U.:

- Emily Sandham (sandhaec@mcmaster.ca)



As February 1905 drew to a close, the city of Chicago emerged from almost a month of unusually cold weather. The mercury failed to rise above freezing for 28 days, a record for continuous cold the likes of which hadn't been seen in years. While he shivered through those dark and cold weeks, Chicago businessman Paul P. Harris came up with an idea to help thaw the freezing nights with the warmth of fellowship. He invited three business associates to join him in the foundation of a new social club. The Rotary Club, as they dubbed it, had its first meeting in Chicago on February 23, 1905.

Within seven years the Rotary Club was an international organization, with clubs in Canada, England and Ireland. On the 20th anniversary of the club in 1925, it was able to boast of 20,000 members in 200 clubs around the world. Each following decade saw continued expansion.

In 1985, Rotary International marked the 80th anniversary of that first meeting. As if to mark the occasion, it was also the first year Chicago matched (and surpassed) the record cold snap of 1905. In January and February, the city endured 33 days of consecutive freezing temperatures.

The End of Growth

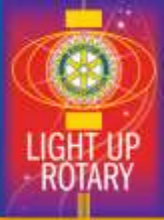
chill (though a less literal one) was also felt that year by RI executives. They had noticed a disturbing trend in membership statistics. While Rotary was larger than it had ever been, with membership rolls just shy of one million, growth had stalled dramatically. The membership was ageing. Even the new recruits were getting older. New members of all ages were less committed to the clubs, quite often withdrawing from membership after a short period.

At the 1985 Rotary International Assembly in Kansas City, general secretary Herbert Pigman's annual report put the issue to the membership at large. He outlined a "failure of fellowship" that prevented new members from connecting with clubs.

"Age-group differences, generally made worse as clubs become older, appear to be closely related to, and possibly a cause of, this general problem," he told the assembly. "Established clubs need to maintain or regain their vitality by devising activities to fill the ranks of the younger members and keep them in membership by attending to the need that all members have to experience – fulfilling fellowship in the club."

Despite awareness of the problem, solving it proved to be a conundrum. The growth of Rotary International slowed and then stopped. Since 2003, club membership has almost been frozen in place. Rotary International will enter 2015 with a membership of 1.2 million, essentially the same it has been since 2003.

The numbers are kept stable by encouraging growth in a number of countries. Sadly, this growth is offset by dramatic declines elsewhere. Countries that once drove the growth of RI are now bleeding members at an alarming rate, enough to negate the growth elsewhere. According to statistics presented at the 2014 International Assembly, Rotary membership in the United States declined by 15 percent between 2003 and 2013, a net loss of 58,481 members. Canada experienced a 14 percent decline, while England reported 16 percent loss.



Reversing the Trend

At the 2014 Rotary International Assembly in Sydney, Australia, President Gary C.K. Huang outlined some of the recruitment and retention methods used by Rotary Clubs in those nations experiencing the most growth. Their practices serve as examples to clubs struggling to stop the loss of members.

Be Family Friendly: Club events in Germany and India are designed to be family friendly. Children and significant others are invited to get involved. When your sons and daughters get interested and involved with Rotary, they are more likely to become members themselves. This practice also makes it easier for parents to choose between family life and club service. And, the intergenerational aspect means that older members are better able to understand the needs and viewpoints of the next generation of Rotarians.

Use the Media: In Lithuania, clubs work hard to get their message out to the local media. By maintaining a good relationship with reporters, they ensure positive media coverage of Rotary efforts. Journalists who know about their local Rotary Clubs are also more likely to reach out to them in search of a story.

Support Youth outside Rotary: Clubs in Japan sponsor the annual 'Yoneyama Scholarship', which rewards academic performance, intercultural understanding and communication ability. They have a great deal of success recruiting the winners of this scholarship, thus gaining the talents of young people with a proven track record of dedication and success.

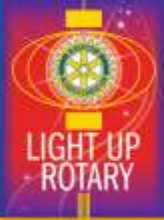
Going beyond these general points, RI has provided local clubs with specific strategies to help them attract new members and hold on to them in the long-term. Each region has been provided with a plan specific to their culture and needs, and targets to aim toward. Clubs can access these regional plans online. The plans outline the membership goals for each region, and provide basic advice for achieving those goals.

Breaking with Tradition

A common piece of advice applicable throughout the world is to adopt a more flexible attitude to membership and meetings. For example, in the regional membership supplement produced for the U.S, Canada and Caribbean, clubs are encouraged to abandon some of the traditional Rotary practices. In this region, clubs have long been used to the idea of a club lunch, holding their weekly meetings in the middle of the day. In the U.S. and Canada, 62 percent of clubs meet at lunchtime. In Caribbean nations, the figure is 52 percent.

However, this schedule immediately prevents a number of hardworking professionals from attendance. Many offices limit the lunch "hour" to 30 minutes, making it impossible to get to the meeting. In other professions, lunch is taken only when there are no customers to serve or work left to do. Still others (such as teachers, police officers or nurses) are expected to be available as needed during breaks and simply can't leave their workplace. By switching to an evening meeting, clubs can attract a much wider range of members.

Clubs everywhere need to work in recruiting women. Worldwide, women only represent 19 percent of membership. RI only began to accept women in the 1980's, and for a long time there has been a



perception of Rotary as a “boy’s club.” Though this has clearly changed, the vast gender discrepancy remains a barrier both to attracting more women to Rotary and to retaining those who do join. RI recommends that clubs set a goal to increase the number of women in the club by a given amount every year.

Pilot Projects

Starting in 2011, RI launched a number of five-year experimental pilot programs to encourage both growth and retention of membership. One of these, the Innovation and Flexible Rotary Club Pilot, encouraged members to throw away the normal rules and regulations used by Rotarians and develop a system that worked best for their own members.

Pilot clubs were permitted to change the Standard Rotary Club Constitution and Bylaws as needed to make their clubs as accessible as possible. For example, a club could go from weekly meetings to bi-weekly, and reduce the importance of attendance. Some clubs even introduced “eMeetings,” virtual assemblies that eliminated the need for meeting in a physical location.

Another pilot program asked clubs to create Associate Members. Associate members are invited to attend meetings but do not have the responsibilities (or rights) of full members. This lets a new recruit explore the world of Rotary without fearing an immediate overwhelming commitment.

While the pilot projects don’t end until 2016 and 2017, ongoing reports have indicated they can make a big difference when it comes to boosting numbers and retention. They may also boost the enthusiasm and engagement of existing members. A 200-club pilot project run from 2007 until 2013 discovered that a reduction in meeting schedules could be a net benefit for most clubs. Eighty percent of the clubs in that pilot scheduled biweekly meetings instead of weekly ones. Of those clubs, 90 percent reported a positive effect on membership, fundraising and community service.

Both the Farmer’s Almanac and National Weather Service predict Chicago will once more experience record cold in January and February of 2015. The city might well experience a new cold snap to surpass those of 1905 and 1985. Happily, Rotary International seems to be on track to experience a significant thaw in the frozen membership problem.

Though we know what the overall trends are like, we’re curious to hear the opinion of individual Rotarians and clubs. What is the experience of your club? Are you struggling to attract or keep new members? If so, what reasons do people give for leaving Rotary? If you’ve been able to grow your club, what tactics worked for you? We invite you to share your experiences and thoughts with us - join the conversation on our Facebook page!

This article is also available at: <http://site.clubrunner.ca/Page/reversing-the-recruitment-chill#sthash.imn61nq6.dpuf>