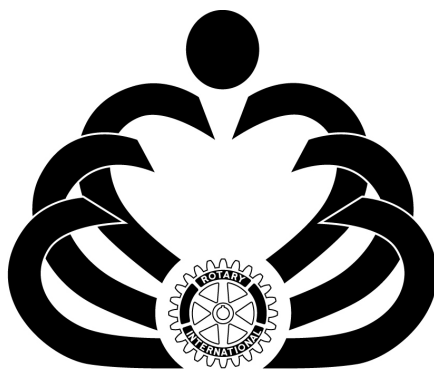


# The Rotary Club of Kentville



## DIRECTORY & STRATEGIC PLAN 2011 - 2012



Reach Within to Embrace Humanity

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Rotary 2011 – 2012 Year  
Theme: Reach within to Embrace Humanity

**Rotary International**

President	Kalyan Banerjee
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**District 7820**

District Governor	Bob Moffat
Assistant Governor	Greg Coldwell

**Rotary Club of Kentville Board of Directors**

President	Karen Corey
Past President	Brian Smith
President-Elect	Sue Hayes
Vice-President	Wes Rand
Secretary	Doug Hill
Treasurer	Chris Maynard
International Services	Susan Ueffing
Club Administration	Percy MacDonald
Club Membership	Catherine Savage
Club Services	Kate Seaman
Club Public Relations	Kimberley Monette

**Rotary International Monthly Themes**

July	New Rotary Year Begins
August	Membership & Extensions Month
September	New Generations Month
October	Vocational Service Month
November	Rotary Foundation Month
December	Family Month
January	Rotary Awareness Month
February	World Understanding Month
March	Literacy Month
April	Rotary Magazine Month
May	Membership Appreciation Month
June	Rotary Fellowship Month

## Rotary Club of Kentville Members

Trevor Archibald (Caroline)  
Randall Bishop (Sandra)  
Roxanne Brown (MiKe Holland)  
Gord Caldwell (Daphne)  
Marian Cameron-Sampson (Greg)  
Hope Chickoski (Richard)  
Peter Clarke (Janet)  
Garry Condon (Pat)  
John Connelly (Jacqueline)  
Karen Corey (Andy Vermeulen)  
David Corkum (Susan)  
Barry Crofton (Gail Kerr)  
Randy Crozsmann (Brenda)  
David Cudmore (Mary)  
Sid Davies (Ruth)  
Bill Denyar (Dwan)  
Bob Dobrota (Leanne)  
Pat Dutton (Pam)  
Fred Falconer (Gerry)  
Joan Garden (John)  
Wayne Gibbons (Sandra)  
Garth Gordon (Gail)  
Beverly Grant (Earl)  
Cam Hancock (Maxine)  
Harry Harmes (Carol)  
Sue Hayes (Kevin)  
Steve Healy (Patricia)  
Doug Hill (Joanne)  
Bill Hockey (Una)  
Nat James  
Phyllis Jarvis (Wally)  
Carl Kent (Vivian)

Heather Lohr (John)  
Doug Macdonald (Faye)  
Percy MacDonald (Natasha Beals)  
Gerry MacIsaac  
Craig MacMullen (Roselyn)  
Sheldon Matthews (Wanda)  
Chris Maynard (Dorothy)  
Carl Miller (Mildred)  
Mike Mills (Susan)  
Kimberley Monette (Ross)  
Doug Morrison (Marianne)  
Barry Morse (Valda)  
Jim Morton (Donna McGrath)  
Al Mutch (Edna)  
Peter Muttart (Janet)  
Rea O'Leary (Colin)  
Mark Parent (Margie)  
Wes Rand (Carrie)  
Catherine Savage (Ray)  
Kate Seaman (Matt Targett)  
Roger Sevigny (Suzanne)  
Cris Shirritt (Stephanie Hayne)  
Brian Smith (Donna)  
Tony Stephenson (Holly)  
Bill Travis (Annette)  
Greg Trefry (Linda)  
Heather Tupper (Bruce)  
Joe/Joop Ueffing (Susan)  
Susan Ueffing (Joe/Joop)  
Fred Walsh (Mary)  
Phil Warren (Liz)  
Cyril White (Penny)

**Rotary Club of Kentville  
2010/2011 Environmental Analysis Results**

**Key benefits our members are looking for**

1. Engagement, service to the community
2. Fellowship and networking
3. Opportunity to serve

**Challenges we have in keeping our members engaged**

1. There should be an element of fun
2. Ensure committees that are satisfied, have good diverse projects.
3. Include partners/spouses in fellowship events

**Key opportunities we have to increase and improve our service**

1. Be a catalyst to create projects, programs in the community
2. Use the skills within our Membership
3. Need to speak as “Rotary” in the community and influence decisions  
For example: local Clubs Haiti Shelter Box campaign - promotion with the radio.

**Key capabilities we need to provide the best service**

1. Committed membership
2. Engagement of members
3. The ability to raise funds effectively to do projects

**Key results we should be focusing on**

1. Providing meaningful service to the community through sustainable fund raising and having a focus for our activities.
2. Committed, engaged members
3. Valued local and international programs

**Challenges we have in providing service to the community**

1. More major projects, striking a balance between local and international projects, and better links to community organizations (eg VON).
2. Identifying projects
3. Differentiate Rotary from “lateral competition” for similar projects, and avoid donor burnout.

**The biggest needs in the Community**

1. Literacy
2. Youth obesity, lack of self-esteem, family issues, financial education
3. “Wellness infrastructure plan” for the community. This plan could include things like life skills, poverty, literacy, etc.  
There are lots of gaps within the community, we need to identify who can help determine these – focus groups.

## **Rotary Club of Kentville 2011 - 2012 Goals**

### **Organizational**

- 1. The Rotary Club of Kentville Board will establish a strategy to ensure directors and committee members are in place and annual budget is approved by end of June for following Rotary year.**

#### **Objectives:**

- 1.1 Start committee selection process in April
- 1.2 Ask existing committees to submit budget request by May 15
- 1.3 Approve budget at June board meeting

- 2. Encourage club members to be active in club committees and to consider club leadership roles.**

#### **Objectives:**

- 2.1 Increase club member participation in Rotary District's club training opportunities

**Club Service** focuses on strengthening fellowship and ensuring the effective functioning of the club.

Membership   Fellowship   Communication   Fundraising

- 3. The Rotary Club of Kentville will achieve an annual net gain of 2 new members with a membership that is informed, active and committed to the vision of Rotary International to contribute to improve lives in communities worldwide.**

#### **Objectives:**

- 3.1 Establish an active recruitment committee
  - (a) Think outside the box to accommodate today's lifestyles (babysitting services, flexible levels of membership)
  - (b) Ensure potential members are aware of their expectations as a Rotary member before they agree to join
  - (c) Invite members to bring guests to meetings and major events
- 3.2 Create a strong retention program
  - (a) Assign Rotary mentor for new members
  - (b) Reinstate fireside chats for new members
  - (c) Reintroduce STAR program
  - (d) Assign each new member to the attendance committee & 1 other committee
  - (e) Ask new members to give classification talk within first 6 months of joining

- 3.3 Improve value of meetings and engage members
  - (a) Strengthen weekly programs with a variety of interesting speakers and communicate weekly program in advance
  - (b) Encourage more active participation (at least 1 committee per member)
  - (c) Strengthen family activities and include children
  - (d) Involve spouses/partners in non social events – for example fundraising activities
- 3.4 Strengthen external and internal communications
  - (a) Ensure members are informed of club activities (Spokesperson distributed weekly)
  - (b) Increase efforts to communicate the Rotary story externally – build the brand
  - (c) Increase visibility of Rotary at major events

**4. The Rotary Club of Kentville will fundraise a minimum of \$70,000 annually to support club projects and activities.**

Objectives:

- 4.1 Hold 2 major annual fund raisers with clearly stated goals
  - (a) Analyze current fundraisers for potential more efficient use of members time/return for efforts. ie hire a student to handle the yearbook project – sales, etc.
- 4.2 Host an annual member brainstorming session for fund raising
- 4.3 Establish annual reserve for emergency and disasters

**Community Service** covers the projects and activities the club undertakes to improve life in its community

Community Service    Community Development    Persons with Disabilities    Youth

**5. The Rotary Club of Kentville will support community projects that contribute to improve lives in our local communities and increase Rotary's good will in the community**

Objectives:

- 5.1 Develop process to identify the needs of our community
  - (a) Host a community café
  - (b) Contact local schools or organizations (Sport NS) to find out needs
- 5.2 Focus on youth and the needs of youth
  - (a) Develop a literacy program
  - (b) Continue scholarship programs
  - (c) Learn about other youth issues – ie bullying
- 5.3 Work with other Rotary Clubs and Service Groups
  - (a) for example - Food For Thought

5.4 Develop a substantial community project to replace our project (Our Community, Our Health)

**International Service** encompasses actions taken to expand Rotary's humanitarian reach around the globe and to promote world understanding and peace

Youth Exchange      Rotary Foundation      International Service

**6. The Rotary Club of Kentville will continue to actively serve in the area of International Service**

Objectives:

6.1 Support the Rotary Foundation through Club and individual contributions by promoting and supporting Every Rotarian Every Year.

(a) Increase understanding by Club members about the Rotary Foundations work in the world and club access to funding through the foundation.

(b) Schedule an annual presentation on Rotary International

6.2 Link with specific international project

(a) Look at landfill, water or an international hands- on project

(b) Communicate international project activities in a timely and engaging manner to club members and community

(c) Learn more about Rotary International and make connections through friendship exchange opportunities

(d) Establish long term relationship with other international clubs

**7. The Rotary Club of Kentville will host one Youth Exchange Student each school year**

Objectives:

7.1 Promote and expose more Rotarians and community members to the program

(a) Create a database of host families

**Vocational Service** encourages Rotarians to serve others through their vocations and to practice high ethical standards

Community Vocational      Paul Harris      Youth Clubs (Early Act/Interact/Rotaract)

**8. Establish a strategy to improve Vocational service to community particularly youth**

Objectives:

8.1 Establish closer ties with NSCC & other community schools to (a) determine need and (b) follow up

8.2 Re-establish Student Mentorship program

8.3 Partner with other organizations like Junior Achievement

8.4 Establish an Early Act Club



8.5 Ask students who are sponsored by the club to attend Encounters with Canada to make presentation to the club

**9. Improve vocational communication internally and externally**

Objectives:

9.1 Schedule classification talks monthly

(a) Think beyond just resume information and encourage members to talk about human interest stories/ life experiences. For example, trade mission to China.

9.2 Hold a meeting at NSCC and follow up with a tour

9.3 Continue rural urban activities and connection with agriculture industry

9.4 Communicate to the community around us – open up the dialogue

## Kentville Rotary Club 2011 - 2012

### Executive

**Karen Corey – President**  
**Brian Smith – Past President**  
**Sue Hayes – President Elect**  
**Wes Rand – Vice President**  
**Chris Maynard – Treasurer**  
**Doug Hill – Secretary**



### **Committee Descriptions**

#### **Administration (Director: Percy MacDonald)**

Provides guidance and oversight to enhance member participation in weekly meetings and social activities. Maintains and protects club records and ensures their accessibility for research purposes. Promotes appreciation of our rural community and the Family of Rotary. Assists the Club Executive in preparing for club assemblies, regular and annual meetings and by-law and policy reviews. Conducts activities that provide additional funding to meet club operating expenses.

- **Archives/Sgt.-at-Arms** – provides safe storage and access for club documents and artifacts. Performs set-up for weekly meetings. This position is appointed by the board.

TBA with new board

- **Attendance** – prepares and maintains weekly attendance records and reports same to Secretary at the end of each month.

**Peter Muttart**

**Bob Dobrota**

**Rea O’Leary**

**plus automatic addition of new members**

- **Program** – schedules chairpersons for weekly meetings and provides guidance for preparation of meeting agenda.

**Randall Bishop**

**Gord Caldwell**

**Elva Heyge**

**Greg Trefry**

- **Rural-Urban** – promotes appreciation of the rural aspect of our area by organizing tours of farms and industries related to agriculture. Organizes suppers where local farmers dine with Rotarians as a way of thanking farmers for their contribution to our community.

**Randall Bishop**

**David Cudmore**

**Steve Healy**

**Marian Cameron**

**Fred Falconer**

**Mark Parent**

**Peter Clarke**

**Cam Hancock**

**Joe Ueffing**

- **Social/Ways and Means** – promotes and organizes social activities for Rotarians and their families. Promotes relationships with other Rotary clubs in the District and beyond. Promotes the inclusion of spouses and families in club fellowship and service activities and provides additional administration funds through draws at weekly meetings.

**Gord Caldwell**

**Marian Cameron**

**Barry Crofton**

**Phyllis Jarvis**

**Craig MacMullen**

**Kimberley Monette**

**Rea O’Leary**

**Susan Ueffing**

**Phil Warren**

#### **Fund-Raising (Director: Wes Rand)**

- **Valentine Dance** – provides organizational oversight to, and promotion of, this major annual event.

**Roxanne Brown**

**Peter Clarke**

**Randy Crozsmann**

**Heather Lohr**

**Bill Denyar**

**Harry Harmes**

**Wayne Gibbons**

**Doug Morrison**

**Catherine Savage**

- **Valley Faces of Business** – provides leadership and oversight to the club’s major annual fund-raising event.

**Randall Bishop**

**Roxanne Brown (co-chair)**

**Gord Caldwell**

**Hope Chickoski**

**Phyllis Jarvis**

**Carl Kent (Treasurer)**

**Wayne Gibbons**

**Mike Mills**

**Wes Rand (co-chair)**

**Kimberley Monette**

- **Other Projects** – e.g., Food for Thought, Giving Campaign, other initiatives.

**Roxanne Brown**

**Barry Crofton – Giving Campaign**

**Barry Morse – Apple Blossom Canteen**

**Tony Stephenson**

**Roger Seigny**

#### **International/Foundation (Director: Susan Ueffing)**

- **International Service** – in cooperation with Rotary Clubs in other countries, carries out development projects in those countries which meet Rotary Foundation criteria. Promotes Operation Eyesight through Happy Dollars and the “Fred W.” fund.

**Garry Condon**

**John Connelly**

**Barry Crofton**

**Joe Ueffing**

**Elva Heyge**

**Gerry MacIssac**

**Al Mutch**

**Roger Seigny**

**Bill Travis (chair)**

**Heather Tupper**

- **Paul Harris & Alumni** – proposes new Paul Harris fellows to the Board. Encourages members to become Paul Harris fellows. Organizes and carries out recognition of club's past presidents and presentations of new Paul Harris Fellowships at annual Past Presidents' event.  

<b>Peter Clarke</b>	<b>Phyllis Jarvis</b>	<b>Carl Miller</b>
<b>Doug Macdonald</b>	<b>Catherine Savage</b>	<b>Roger Sevigny</b>
<b>Cyril White</b>		
  
- **RI Foundation** – ensures members are aware of Rotary Foundation programs and promotes member participation in the financial support of the Foundation. Ensures that club commitments to the Foundation and to Polio Plus are met. Organizes visits by Rotary Friendship Exchange participants as well as visiting GSE teams.  

<b>Randy Crozsmann</b>	<b>Bill Travis</b>	<b>Elva Heyge</b>
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- **Youth Exchange** – ensures that the Rotary Youth Exchange program is promoted within local schools. Interviews and selects potential outbound Youth Exchange students. Ensures that incoming Youth Exchange students are accommodated and have a school to attend. Carries out its work under RI Standards for Youth Exchange.  

<b>Cris Shirrett (chair)</b>	<b>Harry Harmes</b>
<b>Heather Lohr</b>	<b>Wes Rand</b>

#### **Membership (Director: Catherine Savage)**

Provides leadership in recruiting, retaining and educating club members by achieving club membership goals for the coming year; educating and training club members about the importance of recruitment and retention of qualified, diverse members; conducting classification surveys to ensure classifications are relevant to current business trends; conducting club assessments to ensure membership development efforts are effective; developing an action plan for sponsoring a new club organized in the district (if applicable).

- **Recruitment** – encourages prospective members to become interested in membership in our club by providing information about the club, Rotary International and the Rotary Foundation.  

<b>Garry Condon</b>	<b>Barry Morse</b>
<b>Randy Crozsmann</b>	<b>Brian Smith</b>
<b>Bob Dobrota</b>	
  
- **Retention** – ensures new members are integrated into the club through participation in activities, committees and meetings. Provides mentorship by pairing the new member with an existing member. Ensures that all members are aware of the history of RI and our club, and informs the membership of any

relevant information that will serve to maintain membership interest in Rotary. Promotes member participation in the Rotary Leadership Institute and at District and International Conferences.

**Greg Trefry**

**Phyllis Jarvis**

- **Family of Rotary** - remembers Rotary members at special times with cards and flowers, etc.

**Hope Chickoski**

#### **Public Relations (Director: Kim Monette)**

Enhances awareness of club and worldwide activities among club members, the media and the general public. Creates a public image conducive to membership development.

- **ClubRunner** – maintains and provides content to the Rotary Club of Kentville ClubRunner website. Encourages use of the website by members.

**Craig MacMullen**

**Percy MacDonald**

- **Communications & PR** – educates club members and the general public regarding the work of Rotary locally and internationally. Media releases, “Valley Faces of Business” editorial pages, and joint communications with other area Rotary Clubs are utilized.

**Rea O’Leary**

**Garry Condon**

**Heather Tupper**

**Joe Ueffing**

#### **Service Projects (Director: Kate Seaman)**

- **Community Service** – promotes, develops and carries out projects that enhance the physical and mental well-being of the residents of our community (e.g., AVRH Hospice project). Plans and carries out “Bricks and Mortar” projects designed to enhance the lives of the residents of our community. Promotes and executes programs and projects in cooperation with non-Rotary organizations (e.g., Miner Marsh project).

**Gord Caldwell**

**Craig MacMullen**

**Mark Parent**

**Terry Hebb**

**Sheldon Matthews**

**Brian Smith**

**Doug Macdonald**

**Peter Muttart**

- **Scholarship** – reviews applications and determines recipients for Rotary Club of Kentville Scholarships and Bursaries.

**Trevor Archibald**

**Gerry MacIsaac (chair)**

**Carl Kent**

**Cyril White**



## **Rotary International**

This information has been taken from [rotary.org](http://rotary.org)

Rotary International is the world's first service club organization. Rotary club members are volunteers who work locally, regionally, and internationally to combat hunger, improve health and sanitation, provide education and job training, promote peace, and eradicate polio under the motto Service Above Self.

The organization started out very simply with an idea developed by Paul Harris in 1905. Paul Harris was an attorney in Chicago and wanted to start a club of professional business people with the goal of serving club member's professional and social interests. In the early days meetings rotated from one member's office to another and the name Rotary was formed.

More than 100 years later, Rotary is a worldwide organization of more than 1.2 million business, professional, and community leaders. Members of Rotary clubs, known as Rotarians, provide humanitarian service, encourage high ethical standards in all vocations, and help build goodwill and peace in the world.

There are 33,000 Rotary clubs in more than 200 countries and geographical areas. Clubs are nonpolitical, nonreligious, and open to all cultures, races, and creeds. As signified by the motto Service Above Self, Rotary's main objective is service — in the community, in the workplace, and throughout the world.

Rotary is organized at club, district and international levels to carry out its program of service. Rotarians are members of their clubs, and their clubs are members of Rotary International. Each club elects its own officers and enjoys considerable autonomy within the framework of the standard constitution and the constitution and bylaws of Rotary International. The Rotary Club of Kentville has its own constitution and bylaws which can be found on ClubRunner.

The Rotary Club of Kentville is a member of district 7820 which includes Newfoundland, Prince Edward Island, Nova Scotia and Saint Pierre & Miquelon. The 2011/2012 District Governor is Bob Moffat from Rotary Club of Charlottetown.

### **The Object of Rotary**

The Object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

- FIRST. The development of acquaintance as an opportunity for service;

- **SECOND.** High ethical standards in business and professions; the recognition of the worthiness of all useful occupations; and the dignifying of each Rotarian's occupation as an opportunity to serve society;
- **THIRD.** The application of the ideal of service in each Rotarian's personal, business, and community life;
- **FOURTH.** The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.

## Avenues of Service

Based on the Object of Rotary, the Avenues of Service are Rotary's philosophical cornerstone and the foundation on which club activity is based:

- **Club Service** focuses on strengthening fellowship and ensuring the effective functioning of the club.
- **Vocational Service** encourages Rotarians to serve others through their vocations and to practice high ethical standards.
- **Community Service** covers the projects and activities the club undertakes to improve life in its community.
- **International Service** encompasses actions taken to expand Rotary's humanitarian reach around the globe and to promote world understanding and peace.
- **New Generations Service** recognizes the positive change implemented by youth and young adults through leadership development activities, service projects, and exchange programs.

## The Four-Way Test

The test, which has been translated into more than 100 languages, asks the following questions:

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?

## Mission

The mission of Rotary International is to provide service to others, promote integrity, and advance world understanding, goodwill, and peace through its fellowship of business, professional, and community leaders.

## Core Values



A worldwide network of inspired individuals who translate their passions into relevant social causes to change lives in communities.

Rotary's core values represent the guiding principles of the organization's culture, including what guides members' priorities and actions within the organization. Values are an increasingly important component in strategic planning because they drive the intent and direction of the organization's leadership.

### **Service**

We believe that our service activities and programs bring about greater world understanding and peace. Service is a major element of our mission. Through the plans and actions of individual clubs, we create a culture of service throughout our organization that provides unparalleled satisfaction for those who serve.

### **Fellowship**

We believe that individual efforts focus on individual needs, but combined efforts serve humanity. The power of combined efforts knows no limitation, multiplies resources, and broadens our lives and perspectives. Fellowship leads to tolerance and transcends racial, national, and other boundaries.

### **Diversity**

We believe Rotary unifies all people internationally behind the ideal of service. We encourage diversity of vocations within our membership and in our activities and service work. A club that reflects its business and professional community is a club with a key to its future.

### **Integrity**

We are committed to and expect accountability from our leaders and fellow members, both in the results of our efforts and in the processes we use to accomplish our goals. We adhere to high ethical and professional standards in our work and personal relationships. We are fair and respectful in our interactions, and we conscientiously steward the resources entrusted to us.

### **Leadership**

We are a global fellowship of individuals who are leaders in their fields of endeavor. We believe in the importance of leadership development and in leadership as a quality of our members. As Rotarians, we are leaders in implementing our core values.

All of these core values are reflected in the [Object of Rotary](#) and [The Four-Way Test](#), which we use in our daily lives. They inspire us to foster and support the ideal of service for developing and maintaining integrity in human relations.

## **Rotary International Strategic Goals**

Rotary International's revised strategic plan, effective 1 July 2010, identifies three strategic priorities supported by 16 goals:

### **Support and Strengthen Clubs**

- Foster club innovation and flexibility
- Encourage clubs to participate in a variety of service activities
- Promote membership diversity
- Improve member recruitment and retention
- Develop leaders
- Start new, dynamic clubs
- Encourage strategic planning at club and district levels

### **Focus and Increase Humanitarian Service**

- Eradicate polio
- Increase sustainable service focused on:
  - New Generations Service programs
  - The Rotary Foundation's six areas of focus
- Increase collaboration and connection with other organizations
- Create significant projects both locally and internationally

### **Enhance Public Image and Awareness**

- Unify image and brand awareness
- Publicize action-oriented service
- Promote core values
- Emphasize vocational service
- Encourage clubs to promote their networking opportunities and signature activities