



THE STANDARD

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PRESIDENT
GRAHAM DRAKE

REPORTER
DEB DUNCANSON

EDITOR
ASHA PAUL

MEETING NOTES



I was greeted at the door with a smile and a warm handshake from Bob Cove. The meeting was kicked off promptly by Don McArthur who welcomed our guests Ashley and Leticia.

After breakfast Linda and Steve came up to the podium to share the wonderful news of the success of the Second Chance Art Sale. It was a banner year as everything was up – moods, attendance, # of donations, # and \$ of sales. We sold more in the first night than we did in the entire sale last year. The clicker suggests we had just under 1000 people attend (vs 600 last year). Approximately 2000 pieces of art were sold. Although the numbers are still being tallied, it looks like we will net \$38,000-\$40,000 this year. Linda was also really happy to report that by 5:02 pm everything had been packed up and was ready to go. Many thanks for the tremendous support provided by our club members as well as the friends and family who pitched in

MEMBERSHIP

Richard, Jamie, Brad and Bob who spoke to a new Zone & District Initiative (ZDI) called the “**People of Action**” Plan. There are five clubs in the district participating in the initiative. The proposed 3-year pilot initiative is designed to assist participating clubs in generating vibrant and growing clubs by helping to identify relative strengths and weaknesses of each club, develop customized action plans, and implement and test new approaches to club, membership and operational concepts. These new approaches are intended to enhance the vibrancy, reach, and engagement of each club within their communities as well as developing an enhanced public image and a membership reflective of the communities they serve. Reasons for this initiative include declining Rotary membership (19% decline in North America since 2014); rapidly changing trends in society, technology and communication; an opportunity to address weaknesses that have been identified through survey results particularly with respect to public image, member engagement and DEI; we have the proven capability and platform; and the environment is right as Rotary will be front and center next year with the convention coming to Calgary. A recent survey gathered member feedback against six criteria associated with vibrant and growing clubs. Our club attained an overall score of 89.45/120 with 5 of 6 criteria scoring over 15/20 and top scores going to Governance & Leadership and Dynamic Integration. The criteria around Public Image scored the lowest at 11.94 indicating there is an opportunity for all of us to become more involved in the activities and actions that will drive improvement in this area. Richard wrapped up by talking about the focus on membership and making Member Care a priority by assessing current practices and prioritizing orientation for new members and making it personal

Jamie spoke to opportunities in enhancing our public image. Opportunities include better understanding how 30-35-40-year-olds are using technology, how they communicate and how they spend their time. We need to communicate both internally and externally, increase the frequency of posts and calls for action, get people to come to us, encourage members to engage on social media including Facebook, Instagram, LinkedIn and X (formerly Twitter). That means we all need to capture more images, tell more stories, and why not check in on social media after our Friday meetings

FRIDAYS 7 AM. GUNN'S DAIRY BARN, HERITAGE PARK, 1900 HERITAGE DRIVE SW, CALGARY



MEMBERSHIP (CONTD)

Jamie will be reaching out to committee chairs each month for content and will soon provide details on a webinar we can take to learn how to use social media more effectively.

Brad spoke to strengthening the Platform and wrap around support. They will be resharing best practices and are considering a communication specialist role. He mentioned potential target markets for new members include 30–40-year-old professionals and the recently retired. He also talked about the advantages of a personalized My Rotary portal

Richard spoke to different club and membership concepts as a way to start and nurture new clubs and expand rotary membership. These include: Satellite (members work in collaboration with a sponsor club but choose their own structure), Passport (members attend meetings of any club in their community or around the world), Corporate (most members work for the same employer), Cause-Based (members unite to address a particular cause).

Bob reminded us that in 2025 the world comes to Calgary. This is an opportunity to freshen up our stories, identify individuals who have time and want to serve but haven't joined any organizations yet. Bob asks each of us to communicate and listen, share what we do. This is an opportunity to grown our club and Rotary. He then asked us to raise our hands if we are going to participate in growing our club. There were lots of hands in the air.

HAPPY BUCKS

Jamie's daughter is coming home for the summer and has a job.

.Sheila is celebrating that today is the last day of daughter's practicum and she got a job already.

Linda is happy to be attending her granddaughter's assembly and skit and school play.

Phil: 2 students are coming in from Puerto Vallarta. Will provide more information but needs volunteer work for 4 people to be involved with.

Walter: new "cure" for painful knee – an MRI

Ted: has Sunshine ski passes available. Contact him if interested. Talked about his daughter who works at the zoo in the Savannah section where she has been helping Jaja the arthritic camel and has lately been working in the Otter House to watch over particularly rascally male otters

Brad: Attended his son's wedding via zoom! Looking forward to the family wedding in 2026.

Leticia: Has wrapped up her project last Friday and will be starting another one that will last until the end of July. Thanks for including her in meetings and events and other social functions including skiing and travelling to Drumheller

Vanessa: Took Jamie's challenge to heart by taking a group selfie which she'll post to her social media platforms following the meeting. Hats off to Vanessa.

There were many thanks for the Art Sale.

BIRTHDAYS& ANNIVERSARIES

BIRTHDAYS

CHERYL MATTHEWSMAY 1
TIEN DANG (BOB CLARK)MAY 1

ANNIVERSARIES

DEBRA & DON McARTHUR (38YRS) .. MAY 2
HOLLY & GRAHAM DRAKE (42YRS)MAY 8

ROTARY ANNIVERSARIES

VINCE VAVREK (28YRS).....MAY 1

DUTY ROSTER

MAY 3, 2024

GREETERDEB DUNCANSON
DOOR SALES.....BRIAN GENTLES
INTRODUCE & THANK.....JAMIE POWELL
REPORTER.....ROGER SONTAG

**If you are unable to fulfil your duties
please find your own replacement**

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