

ROTARY CLUB OF NANAIMO

“C GS”

Volume 98, Number 26

4800th Meeting

Friday, January 19, 2018

MEMBERSHIP:

Retention, Recruitment,
Satisfaction

Rotary 
Club of Nanaimo



What is our future?

The program on January 12, 2018 focussed on the importance of membership.

Club Meeting Friday at 12:00 p.m.
at the Coast Bastion Inn
CLUB OFFICERS 2017-2018

President ----- Jane K. Currie
Vice President ----- Carey McIver
Secretary ----- Bob Janes
Treasurer ----- Lynne Pankratz
President Elect ----- Charles Ramos
Immediate Past President -- Debbie Narver



Serving Our Community Since
May 1, 1920 - Charter Number 43

DIRECTORS

Henry Jiang ~ Susie Stephens ~ Moe Lessan
David Woodward ~ Christine Parsons

President Rotary International

Ian H. S. Riseley, Sandringham, Australia

District Governor

Tom Carroll

Assistant Governor

Bev Hilton

Gateway Rotary, Olympia, WA Nanaimo Oceanside

MEETING NOTES FOR JANUARY 12, 2018

By Charles Ramos

President **Jane Currie** called the meeting to order, and led the singing of the national anthem.

Douglas Anderson delivered a thoughtful invocation, replete with poetry and inspiration quotes.

Visiting Rotarians and Guests

There were no visiting Rotarians, and one guest: **Sean Martin**, an investment advisor from RBC, introduced by **Lila Tanner**. Sean has a long history with Rotary, having been a member of Interact and Rotaract, as well as an exchange student to Japan. We hope to see him again! **Mikel Knuttson** thanked Sean for joining us.

President's Remarks

President Jane was pleased to note that 10 new Paul Harris pins had arrived from Rotary International. **John Salem** was called up to receive the pins, and he will present them to the members in due course. John mentioned that we are all here to help others, and becoming a Paul Harris member is a milestone of a member's contribution to helping both locally and internationally.

Announcements

Lynne Pankratz announced that she is busy handing out Rotary ½ year dues.

Mikel Knuttson announced that he recently attended a Loaves and Fishes board meeting, and our club's donation has already helped move 38 skids of food to storage

Janeane Coutu announced that the SPRING BOOKSALE! Will be held April 13-22. Clear your schedule! She also requested sorting assistance this Saturday (and every Saturday) at the Nanaimo North Town Centre, any time between 9 and noon.

Douglas Anderson announced that **Denise Wittkofski** has flown to Pittsburgh to attend her niece's funeral

Sergeant at Arms

John Heisterman was today's Sergeant at Arms. He fined the President and **Janeane Coutu**, then ran out of steam and asked for confession bucks.

Charles Ramos confessed that he had thought he was the height of fashion by wearing ties each week gifted by **Bob Wilson**, but after seeing our guest's much nicer tie and pocket square ensemble, realized that perhaps Bob's sartorial excellence was a bit dated.

Continuing with a classic "unprepared, but willing-to-make-the-best-of-a-bad-situation" theme, the Sergeant asked for members to relate a good joke

Jane Currie: "What's green and sings? Elvis Parsley!"

Douglas Anderson: "How many Rotarians does it take to

change a lightbulb? Change?? Oh no!!"

Wendy Pratt: "How many psychiatrists does it take to change a lightbulb? Only one, but the lightbulb must be willing to put in the time and effort to change itself"

Happy and Sad bucks:

Lucie Gosselin gave happy bucks for a rarely seen "Slam" at the weekly bridge game. The Sergeant provided a lengthy explanation of a slam's significance, it's importance to some, and the rarified nature of this event

Behzad Forghani gave happy bucks to be back with the club after a very serious accident in which his car was totaled, but he thankfully survived without major damage. He also thanked **Mikel Knuttson** for helping his (Behzad's) daughter with a job, and thanked **Jane Currie** for providing a reference for his daughter to Staples

Frank Shoemaker gave informational bucks about riding the ferry, and reading a Time magazine article about Rotary's significance in the polio fight, and the possibility that we'll finally see worldwide eradication in 2018

David Woodward gave happy bucks to be back after a hectic teaching semester at VIU, and sad bucks that the university's recent MBA Games competition in Ontario did not result in the same victory as last year

John Heisterman, taking full advantage of his proximity to the microphone, sang a lumberjack song

John Salem remarked, "There's nothing like a good song, and that was nothing like a good song!"

Table stakes were won by **Jason Bradley**, and **Lynne Pankratz's** draw attempt for the Ace of Spades was unsuccessful.

Speaker Recap – Friday January 12, 2018

Submitted by Brent Barootes

This week was a working Club business meeting as we focused on membership retention and development. The session was led by **Douglas Anderson** who was standing in for the lead on the project **Denise Wittkofski** who was away on a personal matter.

As Denise noted and Douglas read, the goal of the meeting was to open dialogue on how we can energize members to become active participants as well as how to attract newer and younger members. As was noted, this role of retention and attraction belongs to all of us as members... not just the board or membership committee members. Denise's notes also quoted **Rod Thompson**, Chair, Rotary Canada Advisory Board as "Many people say we need change in Rotary. Change to improve our organization, change to attract and engage people of action from our communities. Change to find new ways of expressing our Rotary passion, to perform service." Denise went on to say in her notes that as members we need to be

willing to make changes that will sustain our club for the next decade and the next generation of Rotarians.

Denise had created five different questions for five different tables to ponder and provide action items on. The real focus was to get concrete definitive (not broad ideas) action items from the tables so that the committee can follow up specifically on the actual action items. The five topics / questions were as follows: (It is important to note there were only four tables at Rotary so question 5 was not entertained.)

1. What keeps you involved in the Rotary Club of Nanaimo? Then the action was to name four to five reasonable actions we can do to enhance the elements that keep you involved.
2. How do we raise visibility in the community? Then the action was to name four to five reasonable actions we can do to make those suggestions a reality.
3. How do we attract, engage and retain new and younger members? (68% of Rotarians are between 50-70 years of age!) Then the action was to name four to five reasonable actions we can do to make those suggestions a reality.
4. What are the obstacles (real or perceived) to inviting new members to our club? Then the action was to name four to five reasonable actions we can do to make those suggestions a reality.
5. Why do members leave our Rotary Club? Then the action was to name four to five reasonable actions we can do to make avoid these happening.

The following is a brief recap of the outcomes of the four questions undertaken and their action items. Denise will be developing a more enhanced report and actions for the Club but this will give you an idea of the thoughts and suggestions of the club.

1. What keeps you involved in the Rotary Club of Nanaimo?
 - Fellowship was the strongest and #1 reason for being involved in the Club
 - Connection to community, feeling good about the work we do locally and internationally
 - Consistency... knowing what to expect
 - Lifelong involvement

Action items

- I. Improve fellowship by enacting a “rotating” seating system so members don’t always sit with the same people

- II. Improve fellowship by having more events that integrate young or younger family activities or different activities like get involved in silly boat races
- III. Re-instate the dinner club
- IV. Do “Member Minutes” at each meeting where a newer member introduces an longer-term member (not necessarily older) and tells something about them – maximum 1 minute

2. How do we raise visibility in the community?

- Invite YPN to present their ideas to us annually and see where we can partner
- Invite YPN to our meetings for applicable speakers
- Reach out to folks who left our Club and invite them to rejoin

Action items:

- I. Use social media for age appropriate channels
- II. Host a business after business event at member’s businesses and invite the public
- III. Sponsor a Nanaimo Chamber Business After Hours event
- IV. Host or sponsor a Chamber luncheon
- V. Work with the Chamber on their annual gala awards night and have a “Individual Public Service Award” added to the awards for business people and award them a PHF
- VI. Put an entry in the Silly Boat Regatta
- VII. Wherever there is a public event we should consider a role for Rotary such as a parade, serving ice cream at boat races, gate at VIEX

3. How do we attract, engage and retain new and younger members? (68% of Rotarians are between 50-70 years of age!)

- Challenge – family formation years
- Need flexibility
- Action items:
 - Look at young people who will be replacing us at work and have that success plan include Rotary membership
 - Identify organizations and “classification” that we lack such as dentist, lawyers, local government, doctors and focus on them
 - Do a real survey (commission) targeting 500

Nanaimo area people (50% male / 50% female) aged 25 to 50 and ask them what they look for in a service club; what would get them to join; what they would seek to gain from it; etc. – but actually ask the people we want to target what they are looking for then build our Rotary Club changes around that ... if we want. The key being to find out from them (versus us) what they want!

4. What are the obstacles (real or perceived) to inviting new members to our club?

- Overall costs – weekly luncheon fees and annual cost
- Identified that Rotary is an annual cash investment of \$1500 and this is a stumbling block
- Commitment to being at Rotary every week and the perception that weekly attendance is mandatory
- The club is “all” older people
- Time of our meeting – lunch time

Action items:

- I. Start a Satellite Club that supports us in volunteer work, they come once a month to a meeting – not weekly
- II. Satellite Club membership dues might be annually \$100 (versus \$300) and not a full Rotary membership so hence no RI Fees – also could go with no fee at all
- III. Suggest to new members not to attend every meeting but rather be more active in outside events

- IV. Clarify expectations to new member prospects with documentation to support it
 - V. Keep meetings (speaker and program) interesting and fun
 - VI. Go out of our way to include new members in table conversations
5. Why do members leave our Rotary Club? Then the action was to name four to five reasonable actions we can do to make avoid these happening.

President Jane thanked **Douglas** for facilitating the meeting and session.

Grant Management training session 2018.

This training session will qualify you for the 2018-2019 Rotary year.

DATE: Saturday, February 10, 2018

TIME: 10:00 AM - 2:30 PM (Doors open at 9:30)

PLACE: Royal Arbutus Room, VI University

COST: No cost to participants

REGISTRATION: Please email Doug Pearson at: dougmail@telus.net

BIRTHDAYS AND ANNIVERSARIES

Club Anniversaries

Wahid Ali, 14 years Jan 23

DATES TO REMEMBER

May 4-5 2018, District Training and Conference

June 23-27 2018, Rotary International Conference

Meeting Date	January 19, 2018	January 26, 2018	February 2,, 2018
Greeters	Mike Knutsson, Wayne Anderson, Charles Ramos	Mike Knutsson, Brent Barootes, Peggy Richardson	Laurie Bienert, Joan Ryan, Norman Myden
Cashier	Lila Tanner	Lila Tanner	Wendy Pratt
Sgt at Arms	Dave Hammond	Brent Barootes	Bruce Samson
Inspiration	Donna Hais	Dave Hamond	John Heisterman
Head Table	Pres Jane, Dr. Ralph Nilson	Pres. Jane, Carolyn Phillips-Cusson	Pres. Jane, Ewen Moir, Donna Hais
Intro Guests	Bob Wilson	David Woodward	Denise Wittkofski
Intro Speaker	Charles Ramos	Susie Stephens	Donna Hais
Program	Social strategies for a thriving community - Dr Ralph Nilson, pres. VIU	Celtic Arts in Today's World Carolyn Phillips-Cusson	Economic & Social Benefits of Trade and Ports Ewan Moir, CEO Nanaimo Port Authority
Thank Speaker	Dave Hammond	Joan Ryan	David Woodward