

Meetings: Tuesday 12 Noon, Virtual Meeting

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## FEBRUARY IS PEACE AND CONFLICT PREVENTION/RESOLUTION MONTH

### Happy Birthday

Feb 19: Mark Forster

### Happy Anniversary

### UPCOMING SPEAKERS:

Feb 15: Naa Shaka  
Humanitarian Project in Ghana

Feb 22: Alicia Erenli  
Foundry Ridge Meadows

Mar 01:

### OUR CLUB LAST WEEK'S MEETING

President **Patrick Dobbyn** presided.

#### SPEAKER:

**Sean Hogan** – Topic: Membership Attraction and Retention

**Bio:** The following is Sean's bio made when he was our District Governor in 2012-2013.



Sean Hogan was born. The year was 1960 and the place was New Westminster, BC. Which, at the time was part of our Rotary District. Sean's parents, apparently anticipating the creation of District 5050, moved to Surrey, BC in 1965. Sean decided to become a lawyer at a young age - basing his decision on the assumption that he would be able to talk a lot, to have people

listen, to earn a lot of money and to gain respect. Sean has proudly achieved his first goal of talking a lot, having visited Ireland in 1974 to kiss the Blarney Stone and receive the "gift of the gab". The certificate hangs in his office. Sean met his wife, Carol, at a disco, in 1980. They were married in 1984. The many improvements in Sean since 1980 are solely attributable to Carol. The remaining deficiencies (along with his sense of humour) remain Sean's responsibility. Sean and Carol have three children - Neil, John and Mary - and recently welcomed Neil's wife, Alex, to the family.

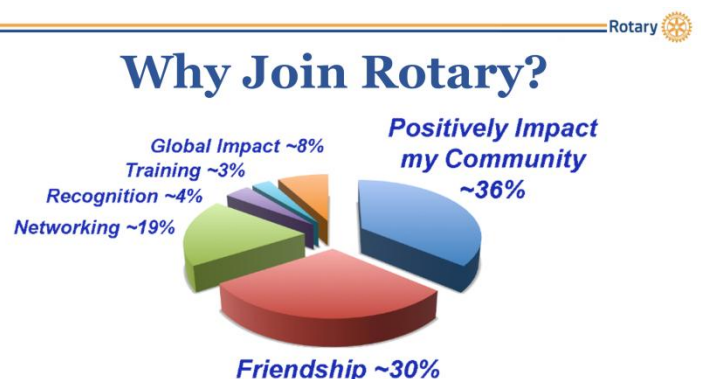
Sean attended his first Rotary meeting in 1986, and joined the Rotary Club of North Delta on June 14, 1987 (his 27th birthday). He has remained a member of the same club ever since. The club has accepted this with grudgingly good grace. Sean spent his first 13 years in Rotary serving at various club positions - including as Club President in 1993/4. He became involved at the District level when he joined the RYLA Committee and attended his first RYLA in May 2000. Then Sean made the usual mistake by missing his third Committee meeting and finding out at his next club meeting that he

had been elected as RYLA 2001 Chair. Attending that first RYLA was a major turning point for Sean, both personally and as a Rotarian. Sean saw how Rotary can truly transform lives in just four days and learned how everyone has tremendous potential if we can only ignite their passion and enthusiasm. For RYLA's 25th Anniversary in 2006/7, Sean visited every club in the District to make presentations about RYLA, and was impressed by the quality of individual Rotarians and their clubs.

Sean has also served as the District Youth Programs Coordinator, the International Convention Chair for Montreal 2010, New Orleans 2011 and Bangkok 2012, as instructor with the Rotary Leadership Institute, and as an Assistant Governor. Sean is District Governor for 2012-2013, unless the Mayan Calendar thing really does mark the end of the world, in which case his term will be just 6 months. Sean and Carol participated in an international service project (installing libraries and computer labs) in Kenya in 2009 and 2011. Sean is a computer geek and enjoys building, fixing and fiddling with PC's. He also reads science fiction and likes writing his own biography.

#### Sean's Presentation

A study was done to determine the reasons persons gave for joining Rotary, and the reasons they gave for staying in Rotary. The results are illustrated in the following two diagrams.



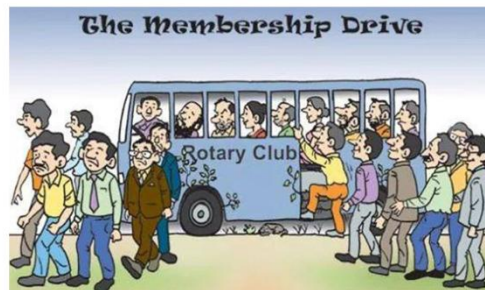
## Why Stay In Rotary?



It will be noted that with respect to the reasons given for staying in Rotary, the desire to have a positive impact on the community remained constant at 36%, but friendship increased by 8%, networking fell from 19% to 5%, and global impact increased from 8% to 15%. This indicates that having meetings and social events that encourage friendship among members is important; doing good in the world becomes more important than networking; and after being in Rotary for a while members learn the global impact that Rotary can have on the world.

Membership is the single most important issue that affects every Rotarian. Without membership retention and growth, Rotary is at risk. Most clubs regularly add new members every year. Unfortunately, most clubs also lose members every year. Real effort must be made to retain our members as well as bring in new ones.

## Attraction & Retention



A survey of clubs that grew by at least five members during Covid disclosed five attributes of success:

### Survey Says:

1. Strong Leadership
2. Clear membership goals and/or a growth plan
3. Active in local community - events and projects
4. Visible in local community - strong public image
5. Actively engaging members

Resources for membership engagement can be found by going to [www.rotary5050.com](http://www.rotary5050.com).

Denis Boyd's is our District Membership Chair, and he has posted the following advice at [www.rotary5050.com](http://www.rotary5050.com)



Members do come and go in Rotary but many of them stay! If you ask them why they stay, regardless of why they joined in the first place, these Rotarians will likely tell you that it is because of the people... their "connection" with other Rotarians. During this month of August when the Rotary world focuses upon Membership, we need to keep this "C word" in mind, along with other words which echo connection such as communication, consultation, collaboration and community.

**PDG Sean Hogan is fond of saying that the secrets to healthy membership in any Rotary club are "socializing and service."**

Rotary has become creative in its quest to grow its numbers. Theme or special interest clubs have been generated as have Satellite and Passport Clubs. Rotarians of existing clubs are also encouraged to retain their current members while welcoming new ones. There has always been a focus on searching for and finding suitable folks to join Rotary. I must say I twitch when I see clubs "advertising for members." Immediate RI Past President Holger Knaack has spoken about doing research and making sure a prospective member is a good fit before welcoming him or her into a club. This approach seems to work well, as his own club and others in his home country of Germany see very little turnover of members. We do need to tell people in our communities about who we are and what we do. It is very easy to have a little take away information about our seven areas of focus at our local service events.

**I think we should all be Rotary Secret Shoppers and observe the professionals, business people or community-oriented friends in our community. Many are Rotarians and don't know it because they naturally build good will and friendships and do things beneficial to all. If possible, invite them to join you at a meeting or a service project, no strings attached.**

When visitors come to our meetings, they will observe us closely and if we are connected to each other and to them as guests, they will feel like coming back again. Kristi Govertsen used to say (and probably still does) "you don't ask someone to marry you on the first date." To add to this, it may take several "no-pressure" encounters for a friend or colleague to show interest in becoming involved in Rotary.

Announcements: Wine Festival

The new date for the Wine Festival has been set for May 7, 2022. (The committee is aware that that is also Mother's Day.)

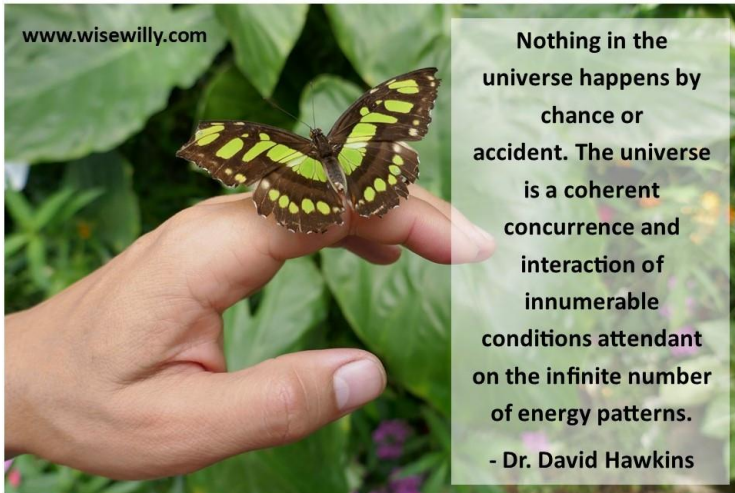


President's Quote for the Day



**There are no accidents  
whatsoever in the universe.**

Sam Dalis



**Nothing in the  
universe happens by  
chance or  
accident. The universe  
is a coherent  
concurrence and  
interaction of  
innumerable  
conditions attendant  
on the infinite number  
of energy patterns.**

**- Dr. David Hawkins**

**Submitted by Laurie Anderson**