



The Four Way Flasher

Meadow Ridge Rotary Club

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Website: www.MeadowRidgeRotary.ca

Meetings: Tuesday 12pm, Bella Vita Restaurant

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January is Rotary Awareness Month



TODAY: Samantha Stanley - Free the Children
Who's Who - Laura Cherrille

NEXT WEEK: Samira Atthari & Lindsay Stadnik - Youth Adventures In Leadership (YAIL)

Happy Birthday

Jan. 27: Sharon Kyle Jan. 28: Mike Davies

INVOCATION:

Jan. 25	Sharon Kyle
Feb. 1	Lynda Lawrence
Feb. 8	Debbie MacRae
Feb. 15	Patrick O'Brien

CALENDAR OF CLUB AND DISTRICT 5050 EVENTS:

Date	Time	Event	Venue
Feb. 15		New Member's Meeting	

MAPLE RIDGE MUSIC SOCIETY

Mezzo-soprano Susan Platts from the U.K. together with pianist Rena Sharon performed on January 22 at the Candlelight Series of the Maple Ridge Music Society.

This was a Meadow Ridge Rotary Club sponsored concert and it took people's breath away and as a side benefit raised the audience's awareness of the work we do on behalf of the arts and culture in our communities.



POLIO PLUS CONTRIBUTIONS

District 5050 Top Ten Clubs in Polio Plus Per Capita in 2010-11

- | | |
|-------------------------------|--------------------------|
| 1. Stanwood/Camano Island, WA | 6. Langley, BC |
| 2. Meadow Ridge, BC | 7. Fidalgo Island, WA |
| 3. Marysville, WA | 8. Abbotsford-Sumas, BC |
| 4. San Juan Island, WA | 9. Semiahmoo, BC |
| 5. Coquitlam Sunrise, BC | 10. Surrey-Guildford, BC |

Eleven clubs had not yet contributed to Polio Plus Program.

50 / 50 draw - Jackpot at \$245.50 + 1/2 of today's sales, 44 cards left, Jackpot on "Queen of Hearts" only!

LAST WEEK'S MEETING

President Linda called our Fireside meeting to order at 7 and after Marco's Invocation we enjoyed a lovely dinner prepared by Big Feast.

Ineke introduced our guests, Eric & Irma and their two kids (guests of Patrick), Randy Ignatieff and Zdenka.

President Lynda advised that her Plan of Action she set is on track and is hoping to get some face to face committee meetings. She asked for dates and times for the meetings so that she and/or Terry could attend.

Brett advised that the Community Service Committee has no major plans in the works right now and they currently have no outstanding requests. Their next meeting is in February and he encouraged anyone who wanted to attend to be in contact with him for time and date.

Ineke gave us the Club Service report. 1 more Fireside this year, BBQ last year along with the horseback riding and she is going to get information on a possible Hockey Game (Haney Club is organizing).

Lynda reiterated the need to get an International Project underway. Peter reported that RI prefers longer term projects and he is researching some. Our student – Ines – is now living with the Wright's and is very happy there.

Foundation Chair Laurie reminded us of the "every Rotarian every year" program and asked us all to consider \$10/month as a start.

New Generations Chair Mary reported that a YAIL attendee wrote a thank you indicating she had a wonderful time. 2 candidates attended. Both will come to report on their weekend. RYLA is at Mt. Baker this year and we hope to have 2 attendees. Dave Rempel elaborated on an Esteem Team program the School District is thinking of bringing back. They have engaged the student council on what they would like to see in the form of speakers and content. He asked for members who would be interested in joining his committee.

Advertising and PR Chair Marco reported that our ads have been booked for this year.

Walter gave us an update on the Club's finances and reported we have a very healthy bank account.

Ineke gave us a Wine Festival report and let us know that they are contemplating doing the same idea as Operation Red Nose and driving folks and their vehicles home for them for a donation and asked the Club for input. All were in favour.

Marco spoke more in his Arctic Doctor presentation and asked for members who would be interested in organizing some work our club could do. Laurie proposed that we change the speaker

gift from the Guatemalan Mobile Library to maybe aid the folks in Nunavut? To be discussed in further detail later.

A NEW APPROACH TO ROTARY

Katie Ischkin, president and founder of the Rotary Club of South Metro Minneapolis Evenings, Minnesota, USA, believes in a new approach to Rotary.

Her Rotary club, chartered in June, has already grown to 25 members, including 12 new Rotarians who were recruited in a three-month period. Ischkin shared her ideas on how to attract young professionals to Rotary during the International Assembly, an annual training event in San Diego, California. As a "proud, young, female Rotarian," she is among only 2 percent of club members worldwide under the age of 30, and only 11 percent under 40.

"We need to focus on generating interest in young people for the future success of Rotary," she said. "We are faced today with the need to grow not just for the sake of numbers but to create strong, young, global leaders who are going to help continue the success of the Rotary organization."

Ischkin advocates a new outlook on membership and a different approach to club structure. As a change management consultant, she said she understands people's fear of change. But she stressed that her approach doesn't mean altering the core pieces of the organization or losing what Rotarians hold dear.

"What does change are what I call surface-level elements," she said. "The pieces that individual clubs have the power to shift and redesign, such as meeting times and locations, program structures, club member involvement, and committee formats."

Ischkin's club meets in the evening and lowers costs by not having meals. And it doesn't hold a traditional meeting every week: The third meeting of the month is a happy hour/networking event at different locations in the city, and the fourth meeting is a hands-on volunteering opportunity.

Ischkin added that it's important to understand the mindset of the new generation and manage expectations accordingly. Younger people are "always on the go and truly connected," she explained, whether it's through social networking, text messaging, or other means. They face a lot of pressure to be involved in multiple endeavors and to balance work and personal life. As a result, they may be "on call" with their careers, but they are no less dedicated to service.

"When you're trying to recruit younger members or even sponsor and start a New Generations Rotary club, take time with your club and committee to outline what your expectations are and whether they will align with the younger generation you are trying to attract and work with," she said. "Not every Rotary club can quickly shift gears to attract younger members; it takes time and baby steps."

But for many clubs, she said, "all it takes is opening up your minds and starting to think differently about the future of your club's membership."