

Area 15 Assembly Table Discussion Notes – October 20, 2015

Topic: Grants Discussion Leader: Burton Lee

Session: 1

Kathy Stutzman	kastutzm@smi8.net
Norris Hermsmeyer	norrisboco@aol.com
Carl Dickerson	carldickersonss@gmail.com
Andrea Stutesman	astutesman@shelterinsurance.com
Carl Tinstman	cartinstman@aol.com
David Harper	djdhaber@prodigy.net

Session: 2

Mark Griswold	Mgriswold81@hotmail.com
Andy Goldfarb	toryandandy@msn.com

Notes:

District grants can represent a stamp of approval if money has run out.
Send Rotarians with paperwork to host country if Rotarian is already traveling to that region.

Topic: Grants Discussion Leader: Charley Mallon

Session: 1

Charley Mallon	charleymallon@comcast.net
Carol Braum	mcjbraum@gmail.com
Pat Troeltzsch	pattrelch@comcast.net

Notes:

Carol Braum wanted to know basics of writing global grant for Nepal housing.

Session: 2

Charley Mallon	charleymallon@comcast.net
Diana Smith	diana@roycearbour.com
Pat Troeltzsch	pattrelch@comcast.net
Carl Tinstman	cartinstman@aol.com

Notes:

Carl Tinstman wanted information on cultural trail through Middle East.

Topic: Interact & Rotaract Discussion Leader: John Mozeliak

Session: 1

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Jenna Catalano	jenna.catalano@colorado.edu
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Bill Rubin	bill@wxwax.com
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**Topic: Interact & Rotaract
Discussion Leader: John Mozeliak & Dean Stull**

Session: 2

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Notes:

- N - Communications/Awareness
 - Key projects
 - Dictionary
 - Clothes
- N/B/BV - Facebook presence (linked to)
- B/BV/N - Membership growth
 - RYLA - Rocky Mountain - RYLA
- B/BV/N - Database established
 - RYLA - Interact & Rotaract - new generation - Rotary
- B/BV/N - What is the hook to get you in club
 - Scholarships
 - Social Setting
 - Contest (?)
- B - Rotaract before start of year
- B/BV/N - Share calendar from each club in July

**Topic: Interact & Rotaract
Discussion Leader: Dean Stull**

Session: 2

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Gina Weinberger	gina.m.weinberger@gmail.com
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Notes:

Rotaract & Interact

- Why have more clubs involved? Isn't there just a need for 1 champion from club perspective?
- District leads to participate in all/GOTL but need lead club
- Improve Communication
- District Calendar that is comprehensive for service opportunities

Topic: PR & Social Media

Discussion Leader: Samira Rajabi & Michael O'Neill

Session: 1

Mark Lumsden	mlumsden@acmlp.com
Jo Kirkenaer	jkirkenaer@mac.com
Michael O'Neill	moneill@switzerlandtrail.org
Samira Rajabi	samirajabi@gmail.com

Notes:

Explicitly naming Rotary in PR material for example in "Beerfest"

"Sponsored by" Rotary - Niwot

Mix of fundraising & Rotary

Instagram, Twitter, Facebook

Increase Rotary presence

Toot your own horn - Niwot

Unified hashtag across the district – BVRC

Teach the club - as a weekly program #BVRC

PR a club aging in important

Send Samira to Niwot

#Rotary5450

What is productive about it? BVRC

Need for training/understanding

Coordination of hashtags

Topic: PR & Social Media

Discussion Leader: Samira Rajabi

Session: 2

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James Thomas	jamesworks@gmail.com
Earl Hasz	hasze@msudenver.edu

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**Topic: PR & Social Media
Discussion Leader: Michael O’Neill**

Session: 2

Earl Hasz	hasze@msudenver.edu
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**Topic: Recruiting
Discussion Leader: Laura Smith**

Session: 1

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Mary Jean Ewing	maryjeanewing@earthlink.net
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Notes:

- Past experiences - youth in Rotary, remember Rotary
- Find the right point in life
- Draw from Rotary-supported organizations
- Satellite concept - finding right day/time/place for community
- Branding Rotary projects - all Boulder-area Rotary Clubs market together - efficient
- Social media - constant
- Individual accountability as sponsor - automatic friend
- Challenge- bring one person in per quarter
- Work together to promote distinctions vs. competition between clubs
- Events relevant to public - coupled with intro to Rotary
- Meet-up groups - BVRC, extensive involvement
- Less important which club to join
- Personality of each Club, time, formality (MJ Ewing)
 - o BRFC - friendly, laid back
 - o BVRC - focused on engagement/activity
- What did you do right and study that
- Who didn't you get and why (whether club changes or not)
- New members reinvigorate old members
- * Ultimate goal to get/keep someone in Rotary - share other clubs' info!
- Problem can be first point of contact
- Area open house - Wheat Ridge/Arvada
 - o people visiting might appreciate similar situations or other potential members

Session: 2

Cassidy Murphy	cassidy@murphybrady.com
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Mark Lumsden	mlumsden@acmlp.com
Jo Kirkenaer	jkirkenaer@mac.com

Notes:

Business contact - pay it forward
Heard of Rotary - took initiative from prospective
Accidentally falling into it - shy about the “ask”
How do we get those beyond the personal contacts?
Rotarians so busy with own work - not focused on those at the door
RYLA, YE parents - need new tools?
Community members searching for opportunity

- o didn't have a clue sooner, if only I'd known then

Awareness of Rotary and what it is without being overwhelming
Circle of friends - recognizing that they'd have a good experience
How comfortable are the quiet members with talking about Rotary? (Jo K.)
Focus on recruiting by the individual - educate
Follow-up with anyone who walks through the door for any reason

- o youth, parents

Persistence, welcoming, explanations
Good stewards - point prospectives to other clubs
Have to be careful of cliques - leadership responsibility
Talking points for members to share with prospectives and new members
People + project/service = Rotarian
Connecting Rotary to other parts of life - 4-way at work
Trust in sponsor
Like-minded community - get to know new community

Topic: Recruiting Discussion Leader: Tom Swett

Notes:

It's everyone's job
Invite a friend
Invite speakers
Sponsor an after hours event
Invite parents of those who receive dictionaries
Sponsor an awards ceremony across the area
Invite Peace Corps volunteers
Target corporations
Work w/leadership in Boulder
Contact former YRYLA/RYLE alumni/parents
Target millennials w/service to others

Topic: Engagement

Area 15 Assembly Table Discussion Notes – October 20, 2015

Discussion Leader: Deborah Kelly

Session: 1

Jane Engel	jane@cstoneinvest.com
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Debbie Yeats	debbie@yeats-mail.com
Deborah Kelly	dkelly@kellylawllc.com

Notes:

DG: Mentoring - in addition to Sponsor - match personality or occupation or other
Mentor - longer term member of Rotary/the Club

- this helps with engagement of the mentor, too!

BF: Get new members involved in community service

BV: So important to show caring from DAY ONE

BV: Club meeting tasks early on - Greeter, sell tickets

BV: BV looks at who has not attended recently and they go over names at Board Meetings

If missing e.g. 4 meetings - following up - “who will call that person ?”

BF: Open invite for any Red Badge member to attend a Board Meeting

BV: Formal Red Badge requirement list

BF: Suggested Red Badge requirement list

BV: Exit Interview of person who leaves

ALL: Awareness - of members, who’s missing, who’s leaving & why
Family of Rotary is so important

Session: 2

Simon Heart	sheart@allcountyboulder.com
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Steve Parrish	slp80304@earthlink.net
Deborah Kelly	dkelly@kellylawllc.com

Notes:

BV: Re-engagement of long-term members, especially longer term not at social events

BV: Red Badge process - a “treasure hunt” of sorts (last 3 years)

BV: Invited entire family at an event - family inclusive events, spouses welcome
e.g. Sat afternoon BBQ social (not fundraiser)
FAC’s

BV: So important to reach out - especially if on leave of absence
(so many leave after leave of absence)

B: How to honor long-term members who have been members forever but can’t attend anymore

BV: It is very helpful to make sure long-term members know newer members & vice versa

BV: Every club needs a junior!

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(She is awesome! Brings all new members under her wing - introduce to other people)

Topic: Fundraising Discussion Leader: Stan Benson

Session: 1

Brad Lesch	bradlesch@comcast.net
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Notes:

Signature event that gives Rotary exposure
concert

BVRC - Chili Fest - Beer Fest - \$16,000 net

Mardi Gras - Wicked Good Costume Party

Rotary signs @ fundraising events

Citrus & pecan sales - \$7,000 net

Peach sales - \$10,000

Non-Rotary other peoples money

Session: 2

Kim Plumridge	kflage@msn.com
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Deb Yeats	debbie@yeats-mail.com
Derek Tetlow	dtetlow@niwotrotary.org

Notes:

Area concert or event to specific organizations

Community draw - haunted house

Area marketing

Granddaughter

Topic: Fundraising Discussion Leader: Brian Wilcomb

Session: 1

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Bill Meyer	meyer@hbcboulder.com
Marylee Zurick	maryleez@mac.com

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Notes:

Wine to Water - wine tasting to support water projects - social/small fundraising

Progressive dinner - a few thousand

Big event - Brew B-Q

District wide event? Festival of Trees?

Area Wide

Want to pursue this

Outside \$\$ - must be an event that's ????

Art show - partner w/art association/organizations

Topic: Mental Health Discussion Leader: Diana Sherry

Session: 1

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Diana Sherry	d7334@msn.com

Notes:

Diana's first discussion question was, "What interests you about this topic?"

Dan of Niwot:

I do estate planning and more and more of my clients report complications due to cognitive difficulties.

Jolane from CC:

I work in health care and I am just curious about what Rotary is maybe doing on this subject.

Bill from BV:

I have a family member who has dealt with mental health issues in the past. My club is more than two years into a three-year Rotary Mental Health effort, mostly partnering with Mental Health Partners to support their clients. The district now also has a multi-club effort and two announcements in that regard are that we will have a website on November 1st that will eventually include speaker ideas, club projects, and other resources; the URL is mentalhealthforyou.org.

Jake from BV:

I think this is a community issue and I like that we can partner with local organizations such as Boulder Mental Health Partners to serve people.

Diana of BRC:

I had a family member who suffered from a mental health issue and eventually took his life. I have long felt that Rotary should have a role in dealing with mental health and was excited to learn that multiple clubs were getting into it.

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Diana’s second discussion question was, “Is mental health an appropriate topic for Rotary to take on?”

Jolane: Yes! It benefits our own community, there is a huge need, our initiatives can start at home and then spread. Other civic clubs (like Lions and Kiwanis) started with serving their own communities and were therefore considered community leaders. Our efforts are often less visible here because they are international in focus.

Dan: Yes! We have a global reach, global influence, we can bring it up at club level then district level then beyond. If it gets people to resources, to ask for help, it is worth it. It is so hard to get the word out (regarding available resources) on something like that (that is so stigmatized) and Rotary can change that.

Jake: Yes! Community focus is great. I like that we can support a local organization like MHP, which is already serving people. I like the focus on education.

Diana: I like the fact that if we work on mental health we are working on something that will impact our own members, and then be global.

Bill: Yes. When we started talking about it in the club, Rotarians started coming forward and talking about their own experiences. Plus, we are making a difference to people in our own community. (Bill then talked a bit about BV’s Stamp Out Stigma program and their Side-by-Side Volunteering, both of which help local residents with mental health issues reduce stigma and integrate with the community.)

Dan made one more comment: Imagine if it is hard to talk about these things in North America, how hard would it be elsewhere in the world? Could we be role models toward changing that?

AHA statements:

Jolane’s comment:

Rotary is less visible than the Lions and Kiwanis used to be because so much of our focus is international. Working on mental health could benefit our own community and remind people that we are leaders.

Dan’s comment:

Could the U.S. be role models for getting people talking about mental health, leading other countries to follow suit?

**Topic: Mental Health
Discussion Leader: Bill Farrow**

Session: 2

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Norris Hermsmeyer	norrisboco@aol.com
Mary Kay Hasz	marykaydg15-16@marykayhasz.com

Notes:

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All of the participants were aware that some clubs were actively involved in Mental Health, came to session to learn more in the hopes their clubs may get involved and strongly agreed that Rotary should be involved in Mental Health.

Here are some key discussion points:

- Commerce City (Sharon Maybee) is doing a great job promoting a course called “**Mental Health First Aid**”. This course teaches how to recognize mental health issues and what you can say or do that would be helpful.
- Having **speakers** and talking about Mental Health issues helps build awareness and reduces stigma. (www.mentalhealthforyou.org will have a list of speakers when it launches in early November.)
- Boulder Valley often includes clients of Mental Health Partners in “**side-by-side volunteering**.” For example, clients help s with the annual coat drive by sorting coats alongside club members. This helps the clients with socialization and builds their self-esteem.
- The **State of the State** will be held December 10th. Gov. Hickenlooper will include discussion of mental health and there will be a national speaker on Mental Health. There will also be a Mental Health Expo before and after the luncheon. Registration is now open. <http://rotary5450.org/event/d70eb160-e4eb-4470-9cb1-8dc7d5c4a1/>

Topic: Local & Community Service Discussion Leader: Maud Huey Kenyon

Session: 1

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Notes:

Funds - endowment of 10K/year w/committee that raises ideas & presents them to the Club.

- 3 year focus
- volunteer component
- online training presents obstacles
- grant writing

Other ideas

- Grant committee/separate committee

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- Project Sanctuary
- Adopt-a-Road
- Attention Homes
- WOW Museum
- Spellbinders (story tellers in schools - Anne Fiest)

General themes

- Volunteerism vs. donations
- Local vs. global/international
- Building connections between chapters
 - Inviting chapters' to participate in other chapters' events
- Peaceful schools

Topic: Local & Community Service Discussion Leader: Maribeth Hite

Session: 1

Dinners for Food Share - Attention Homes
Coats for BVSD - promote through schools
Dictionary Project
Mental Health (Bill Farron) \$100K
Joint Club meeting with Attention Homes
Area 15 ???? of each club to coordinate ???
Focus on charity for 3 years
Local non-profit database

Topic: Local & Community Service Discussion Leaders: Maribeth Hite & Maud Huey Kenyon

Session: 2

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Notes:

Primary message is Community Service projects need to be grouped under the banner of Rotary rather than just individual clubs

Advantages of no Community Service focus

- more small voluntary projects rather than attempting to organize large volunteer groups

Mutual support by all Rotary Clubs in Boulder Valley

- can be facilitated by announcing volunteer opportunities in individual Rotary newsletters and via member e-mail blasts

Pool all volunteer efforts - newsletter?

- doing "Rotary" work

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Kit Hollingshead	studio@kithollingshead.com
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Notes:

Peter Ewing

Abuse & Harassment Policy - Rotary website resources

- most were not aware of this and were directed to the website
- most people quiet - Peter describing; some new members wanting to know more about RYLA, Youth Exchange

BVR Youth Exchange student shared her experience - highly recommending to others when she gets home