

Your District In Action



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WANDERING AROUND THE DISTRICT

Dear Family Members,

First Gentleman and I close another Rotary year with you. We are so grateful to be included as members of the District 7610 family. Rotary Serving Humanity was the theme for the year and we have watched, with pride, each of the 56 clubs Serving Humanity—each in its unique way. We are beaming with pride as we reflect on this second year as District Governor and First Gentleman.

This May/June issue showcases and pictures club service projects and success stories. Indeed they are just a few examples of our family members using their many gifts and talents in Serving Humanity.

DG JB

Welcome to District 7610

DG Ronnie Chantker & Art

Wishing you a very successful Year—Rotary

Making a Difference!





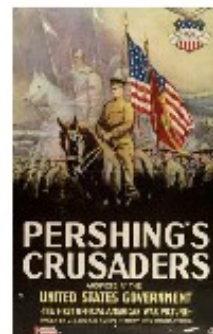
THE HISTORICAL DISTRICT 7610

From the files of the District and Research by the District Historian
Dave Varrelman

Volume I Article 7

This article is not so much about our District, but rather what was going on in the world one hundred years ago.

On April 6, 1917, the United States declared war on Germany thus entering the First World War. Up to now the allies Britain and France had been fighting a defensive war and were losing. The infusion of American Troops into the war under the command of "Black Jack" Pershing turned the tide. So, reminiscent of those early days of the war:



In Tribute

“Pat Mullins, former chairman of the Virginia Republican Party, dies in Hanover car crash.”



The headline in the Hanover newspaper is stark, shocking, and tells very little about the man who we knew as Past District Governor Pat Mullins. It is the hope of this article to remember and pay tribute to a friend, leader, and fellow Rotarian.

The newspaper leads us to believe that his only surviving family are his four children and six grandchildren. In addition, however, there are an additional 2,227 Rotarians who are his family in Rotary. The Rotarians, who attended the District Conference in Wintergreen, Virginia this past month (May 18-21), will remember with pleasure, that PDG Pat Mullins' was the host and Master of Ceremonies for the major programs and events. In addition, he was the leader of the Memorial Service that was poignant, elegant and threaded with humor. Most recently, PDG Pat was a member of the Louisa County Rotary Club. If there is a word such as “Rotarianism” we can see it in Pat and his dedication to Rotary

Janet Brown comments: “A devoted Rotarian; who loved Rotary and lived by *The 4-Way Test*. PDG Pat used humor to share stories, to make a point and to keep the atmosphere light and friendly. He cared about people, was a team player and leader, and would share his thoughts and words of wisdom, if asked and sometimes if not asked, but felt it appropriate. He was a thoughtful coach and shared his experiences as District Governor with those of us in leadership positions.”

Tin Tin Raschid remembers: “I have known Pat since he was in the Rotary Club of Annandale. He served as its President and was a well-known Rotarian in our area. At the last Conference, he and I chatted a lot and he questioned as to why many Rotarians were absent.”

De Senectute XXII says it best: “Nor, in truth, would the honours (sic) of illustrious men continue after death, if their own spirit did not make us preserve a longer remembrance of them.” So, let it be with Pat his spirit will continue to survive in the work he did for our District and Rotary in general.

On Wednesday, June 21st, at McLean Bible Church, in Vienna, family, Rotarians and his other friends gathered in remembrance and celebration of Pat's life.

Dave Varrelman, District Historian

THE DISTRICT LEADERSHIP AND SUCCESSION PLANNING REMAINS STRONG

An Interview with Jonathan Lucas, by *James V. Holcombe, Jr., PI Co-Chair*



Jonathan Lucas, from the Alexandria West Rotary Club, is the District Governor Nominee Designate, who will follow Glenn Yarborough. We could not have 'tapped' a more experienced and qualified candidate.

In his career, Jonathan is the Managing Director of *The Arc@Work* at *The Arc of the United States*, a \$4.3 billion membership federation. In this position, he is responsible for creating a national social enterprise that supports both Fortune 500 companies and federal agencies in hiring and retaining individuals with intellectual and developmental disabilities (I/DD) in their organizations and for developing workforce programs for the 650-chapter network around the country.

More than anything else, however, it is Jonathan's prior Rotary leadership experience that will make him a successful DG. In 1998, while attending Greensboro College, in North Carolina—he joined the college's Rotaract Club. He became its club president in the following year. After this, he served as District 7690's Rotaract Chairman where he coordinated local and international projects for the 7 clubs in the district and led a Rotaract international exchange program in Aruba. From 2002 to 20003, he was a *Rotary Ambassadorial Scholar* in Moscow, Russia. This occurred soon after the attack on the Twin Towers and the Pentagon. He taught a 10th grade English class and visited schools in Moscow to discuss the importance of peace and fellowship among countries. He explained that most students were quite sympathetic and supportive of the U.S. during this time of crisis. Jonathan's major accomplishment, while in Russia, was raising funds for Russian cancer patients.

In 2003, as an adult, he joined the Cary-Kildaire Rotary Club, in Cary, NC. This opportunity further extended Jonathan's International Rotary experience. His Cary, NC Club carried out a Rotary International Foundation funded project in Gweru, Zimbabwe where he oversaw the building of 300,000-liter water cistern to hold fresh water during the dry season for thousands of local villagers. The project also provided medical supplies to local hospitals, books and materials to local schools, and worked with local NGOs on HIV prevention. In 2007, he joined the Columbia Rotary Club in Columbia, MD where he led a second project in Zimbabwe and became that Club's President in 2010. After briefly joining the Rosslyn-Ft. Myer Rotary Club, in 2013, he approached the 2014 District Governor--Juanita Cawley and Membership Chair Glenn Yarborough to start up a new Rotary Club in the west end of Alexandria. That initiative evolved into what is now Rotary's Alexandria West Club. He is the Past-President of that Club and has sponsored about 15 new members.

Jonathan has, also, been a key leader at the District level. For example, he is currently serving as Assistant Governor and served as the Area 7 Area Membership and Public Image Advisor. In addition, he leads the district's Past President's Council and is on the District Finance Committee and the District Leadership and Membership teams. He continues to support the Rotary Foundation and is a Paul Harris Fellow.

Academically, Jonathan has also excelled. In fact, he holds a master's degree in Public Administration from UNCG and has just completed an Executive Master's in Global Leadership at Georgetown University.

Yet, perhaps one of the most important attributes for a Rotary leader is gaining the respect of his or her peers. Jonathan is liked and admired by both his club members and, indeed, the entire District 7610 leadership team. The current President of the Alexandria West Club, Nadia Mokhtar, remarked,

"Jonathan, is the founder of the Alexandria West Rotary Club. He grew up in a Rotary family, and has always practiced "Service Above Self" locally and internationally. He lived and studied in China, Russia, South Africa and other places. Jonathan, is fluent in several languages especially Chinese and Russian. Since Jonathan gathered friends and neighbors to form the club, he is well liked, admired, and respected by the [Alexandria West] club members. His knowledge of Rotary ethics, rules and regulations make him a valuable source of reference to new members of Rotary. He is the exemplary [Public Image] PI person for any Rotary club and Alexandria West is extremely proud to have him."

Current Membership Chair Glenn Yarborough noted that, "Jonathan Lucas has done a terrific job in District 7610 as the singular resource behind the development of the Alexandria West Rotary Club, as its First President and as an AG [Assistant Gov.]. Jonathan is organized and a terrific Rotary Leader. His reputation spans from North Carolina to Maryland".

When asked about his plans and thoughts about his future tenure as DG, Jonathan remarked that, "He is honored to be able to represent such an amazing territory of clubs and such an accomplished group of Rotarians. He would like to see a district-wide international service project to take place that illustrates to the world 7610's commitment to world peace and understanding".

Jonathan is married to Qiaojue Yu from Shenzhen, China, and has two sons, Kian and Kamden. Clearly, few Rotarians have his depth of experience. They say that, 'the cream always rises to the top'. District 7610 is getting just that—and more!! We wish Jonathan Lucas continued success—with Rotary, at work and at home.

Second Annual Peace Dinner Explores Bullying Prevention

Bullying prevention was the topic on Friday evening, April 28, 2017 as Rotary District 7610, brought together more than 60 community members for the 2nd Annual Peace Dinner to explore the damaging effects of bullying among youth, and learn what's being done in the community to promote solutions. District Governor, Janet Brown welcomed three panelists to discuss the theme of "Peace in our communities".



Former Alexandria Mayor, William D. Euille spoke about the Mayor's Campaign to End Bullying in Alexandria to raise awareness about how to identify, respond to and prevent bullying, ably assisted by task force Chair, Mac Slover of the City Department of Recreation Parks & Cultural Activities and past Chair, Mike Mackey, of the 18th District Juvenile & Domestic Relations Court Service Unit.

Jennifer Giron, a 10th Grade Chair of the Stuart High School Peace Committee delivered a stellar presentation about her group's efforts to raise awareness of bullying and bullying prevention.

The final panelist, Alexandria Sheriff, Dana Lawhorne, shared his personal observations about how adults can influence the lives of young people.

Moderator, Velma Tinner, Executive Director of the YMCA Alexandria, explained how interested groups can help youth through anti bullying programs at the Y. Alexandria Police Chief, Michael Brown also attended.

by John Renner



Rotary Peace Fellow Natsuko Sawaya Visits District 7610

This last week of April was an especially busy week for DG Janet Brown—with the District Speech Contest and the District ‘Peace Dinner’ both occurring in the same week-end. The 2nd Annual ‘Peace Dinner’ was held at Belle Haven Country Club, on Apr. 28th. The ‘Peace Dinner’ initially focused on the Mayor of Alexandria’s, *Stop Bullying Begins with Me* campaign and the Peace luncheons led by Rotarian and Interact sponsor Judy McDermott-Jeter, Danielle Pearce, and Pres. David Feld. Furthermore, one of the keynote speakers was, in fact, high school Interactor, Jen Giron. In her concluding remarks, DG Janet Brown briefly acknowledged the presence of Rotary Peace Fellow Natsuko Sawaya. Shortly thereafter, it was decided to carry out an in-depth interview on Natsuko for the District 7610 Newsletter. During this interview, she shared information about her background and connections with Rotary. It is truly astounding!

We learned that that she is nearing completion of a two-year master’s degree program, at the University of North Carolina (UNC), in Public Health. DG Janet Brown provided the audience with brief details about Natsuko’s public



health experience and her field work—studying a unique strategy that Natsuko thinks does help to reduce the newborn infant death rate in many underdeveloped countries. In the U.S., the newborn infant death rate is a concern—but clearly not a major problem as it is in some African countries. In the U.S., there is only four deaths in 1,000. However, in twenty-three countries, neonatal mortality rates are over 30 per 1,000 live births (2015 World Bank). A WHO study reveals that, “over a million African babies are estimated to die in the first four weeks of life – but most die at home, uncounted, and invisible to national and regional policies and

programmes. Global estimates suggest that over two-thirds of newborns could be saved through existing maternal and child health programmes”. Natsuko has focused on a particular strategy for any newborns under any settings and is very applicable for humanitarian emergency settings. This is fondly referred to as, ‘Kangaroo Mother Care’ (KMC).

WHAT IS KANGAROO MOTHER CARE (KMC)?

“Kangaroo Mother Care (KMC) is a method of infant care where the baby is held skin-to-skin with the mother (or caregiver). Forty years have passed since this method was presented in Bogota by Colombian pediatrician Edgar Rey. Since then, the effectiveness of: thermal control, improved breastfeeding, and bonding—in all newborn infants has been firmly established as benefits of the KMC method”. Moreover, the implementation of KMC is recommended by the World Health Organization (WHO).

Natsuko believes that, “KMC is an important tool for addressing



neonatal mortality in places where adequate health services are limited, such as developing countries, conflicted areas and refugee camps”. Natsuko focused her studies

on stabilizing the environment around maternal and child health, an area critical in developing communities and countries”. Natsuko, also, gained skills and experience in emergency preparedness—especially in responding to the needs of pregnant women, mothers, babies and young children during outbreaks of disease, refugee and migrant movements, and natural disasters—such as earthquakes and tsunamis. In Malawi, she observed the Kangaroo Mother Care implementation, at Kasungu District Hospital.



NATSUKO SAWAYA’S ROTARY CONNECTIONS RUN DEEP

When asked how Rotary has supported her efforts over the years, Natsuko quickly explained that, ‘the awareness of Rotary began at a young age, in Japan’. She said that school-children, in Japan, are quite familiar with Rotary’s service and its humanitarian efforts.

by Jim Holcombe



DISTRICT 7610 ROTARY WINE APPRECIATION FELLOWSHIP IS FETED AT POLLAK VINEYARDS

Bill Cawley, Rotary Club of West Point

“Wine is bottled poetry.” Robert Louis Stevenson

Pollak Vineyards in Greenwood, Virginia was the setting for the most recent District 7610 Rotary Wine Appreciation Fellowship (RWAFF) wine tasting event. Pollak Vineyards is a small family-owned winery founded in 2003 with the purchase of a 98-acre farm west of Charlottesville and Crozet, Virginia. Today they have 27 acres of French viniferato estate grown wine that has the finesse and balance of the traditional French varietals—think dry, old-world deep red wines. Exquisite! The tasting room and patio offer views of the first vines, the pond and the nearby Blue Ridge Mountains.

Fellowship member Brad Bodager from the Rotary Club of Charlottesville was responsible for setting up the event for a small, but enthusiastic group of wine-loving Rotarians and friends. The group was served some excellent wines—including an award winning 2013 Meritage and an award winning 2014 Petit Verdot—the fellowship was also invited to taste the Governor’s Cup Gold Award 2013 Cab Franc Reserve which is normally not on the tasting list.

Of course, wine being a food is always best when served with an accompanying display of fine, fresh cuisine. To that end, cheeses, sliced baguettes, salami, prosciutto, and jams were augmented with a tasty selection of sandwiches from the wonderful nearby Greenwood Market.

After an extraordinary afternoon upstairs, the fellowship was then escorted to the vineyards cellar for a rare and special barrel tasting and tour by winemaker Benoit Pineau. Using a glass siphoning device, wine-maker Pineau poured the wines and explained what taste, color, and clarity he looks for in determining if the wine in the barrel is aging properly. The wines the fellowship tasted in the cellar were almost ready for bottling.

Rotary Fellowships are international, independently organized groups of Rotarians, Rotaractors and their spouses who share a common vocation or recreational interest. Rotary Fellowships give their members the opportunity to have fun, make new friends around the world, and enhance their experience in Rotary.

The international RWAFF has an email newsletter and interactive wine website (www.rotarywine.net). Annual meetings are held at the RI International Conventions and are some of the most popular events of the whole Convention. Just ask Brad about his dinner in Atlanta! In keeping with that tradition, this year’s District 7610 RWAFF was held on Thursday, May 18, 2017, just before this year’s District 7610 convention kick-off.

The District 7610 RWAFF is a learning tool for those who are interested in expanding their knowledge and sharing ideas regarding all aspects of wine appreciation. If you would like to join the District 7610 chapter of the RWAFF or would like more information, email Bill Cawley at bcawley@cox.net to be added to our mail list.



Lake Ridge Rotarian Eric Reeves receives a barrel pour from winemaker Benoit Pineau



**DISTRICT VOCATIONAL SERVICE CHAIR
PDG TIN TIN NU RASCHID HOBNOBBING WITH
RI PRESIDENT JOHN GERM 2016-17
ROTARY INTERNATIONAL CONVENTION
ATLANTA, GEORGIA
JUNE 2017**

McLean Day a Whooping Success!

Successful McLean Day! KUDOS to all McLean Rotarian worker bees—starting with Gene Durman's massive sign and Bob Jansen's thorough planning/execution—also my boyfriend's tireless efforts too: Congrats all around!



On May 20, 2017, at 7:12 PM, mddc95@aol.com wrote: Fellow Rotarians (who worked McLean Day today), great job! As always, lots of fun! Easily our best non-meeting event re: fellowship. Great job, Bob Jansen, for leading the pack. You had big shoes to fill when John handed the whole shebang off to you, and the same is true for whoever you're passing the torch to next year. MSD Dr. Michael S. DeRose

Alexandria West Donates Books...

Alexandria Gazette Packet ♦ March 2-8, 2017



Alexandria West Rotary club president Nadia Mokhtar prepares to distribute books to students at John Adams Elementary School Feb. 23 in the school library. The club donated thousands of books to elementary schools throughout the city.



John Adams Elementary School Principal Jill Lee, left, is joined by Vice Principal Jasibi Crews and Rotarians Paul Kentes, District 7610 DGND Jonathan Lucas, Chris Wolforth, Alexandria West Rotary Club President Nadia Mokhtar and prospective members Ego Obioha and Rose Mghajilwe to distribute donated books to the school's third and fourth grade classes Feb. 23 in the school library.

Shelf Confidence Rotary West club donates books to John Adams students.

BY JEANNE THESAMIN
Gazette Packet

Students and teachers at John Adams Elementary School gathered in the school library Feb. 23 as representatives from the Alexandria West Rotary Club distributed hundreds of books to third and fourth grade students, continuing a club tradi-

tion to promote reading as well as the Rotary International motto of "Service Above Self."

"What we have done for the past few years is donate books to third and fourth graders at elementary schools around the West End of Alexandria," said Paul Kentes, a Rotarian and one of the organizers of the book donation. "The third graders receive a amazing dictionary, which contains

more than the standard dictionary and the fourth graders receive chapter books. This year the fourth graders received the book "Because of Winn-Dixie" by Kate DiCamillo, which we selected from the school's recommended student reading list."

The delivery of books to John Adams was the culmination of a program that saw the club distribute thousands of books to third

and fourth grade students at Samuel Tucker, Patrick Henry and James Polk elementary schools.

"On the 112th Anniversary of Rotary International, which was Feb. 23, the Rotary Club of Alexandria West set out to uphold the ideals of their organization," Kentes added. "We are committed to supporting the West End community in our city."

Strategic Plan Part 3: Well-Managed Government

Plan calls for flexible funding and greater accessibility.

BY TREVIN MILES
Gazette Packet

The governance of Alexandria should be accessible and accountable. According to the city Strategic Plan by 2022 Alexandria's government should be responsive to the community and focused on improving quality of life. To this end the strategic plan recommends a series of actions for FY2018.

- ♦ Expand the customer account and payment portal
- ♦ Seek financing opportunities for complex public infrastructure projects
- ♦ Successfully update the five-year financial planning model for FY 2018-2022
- ♦ Develop a city mobile application
- ♦ Establish a single point of contact for all non-emergency government services (such as a 311 number)

- ♦ Establish a new cable franchise agreement through an open process
- ♦ Implement Stormwater Utility
- ♦ Begin implementation of the Sanitary Sewer Long Term Control Plan
- ♦ Begin study of conditions and special maintenance requirements of city-owned museums and historic structures, including the newly acquired Reader House.

According to Craig Fife, director of the Office of Communications for the City of Alexandria, projects exploring alternative financing include a special tax district and regional grants for the Potomac Yard Metro Station and the stormwater utility fee that shifts the burden to property owners who contribute to stormwater runoff. The proposed stormwater utility fee is being considered as part of the FY 2018 budget. First payment of the fee would be due June 2018, if approved. The Sanitary Sewer Long Term Control

Plan addresses sewer discharges from outfalls across the city. The original plan delayed work on the Occoquon Bay outfall but impending state legislation will likely force the city to accelerate these plans. According to Christina Melvin-DeWees, acting communications officer for the Department of Transportation and Environmental Services, the city's revised plan has been submitted to the Department of Environmental Quality and is awaiting review.

Fife also said beta testing has started on an app that would allow users to more easily report problems and request services through the CallClick Connect customer service portal. The app would provide users with additional news, emergency alerts and calendar events related to Alexandria.

Next, the Strategic Plan lays out strategies for safety and emergency response in Alexandria.



Outfall 001, source of sewage being dumped into Occoquon Bay.

www.ConnectionNewsmedia.com

B ♦ Alexandria Gazette Packet ♦ March 2-8, 2017

Cooking with Annandale Rotary Club

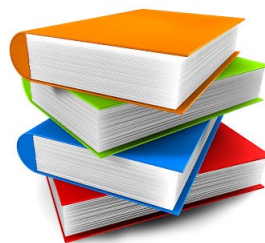
Annandale Rotary Fundraiser Cookbook Recipe Collection Sheet

tinyurl.com

Dear Friend,

The Annandale Rotary Club with support from the Annandale NOVA Rotaract Club is preparing a wonderful, internationally inspired custom cookbook! The cookbook will be professionally published and will be a fundraiser for various Rotary humanitarian projects and scholarships. Please submit up to 12 of your favorite family recipes which are unique and please follow the instructions above.

We anticipate a great demand for our cookbooks so feel free to reserve your copies now below. Price of the cookbook will be determined by the number of recipes we receive. Please return your recipes as soon as possible to any Annandale Rotary Member or NOVA Rotaract member. **INSTRUCTIONS** One recipe per form Do not submit recipes in steps, columns or charts, Recipes which cannot conform to our format will be omitted. Use names of ingredients in the directions, e.g. "Combine flour and sugar," **DO NOT USE** statements like "combine first three ingredients." Be consistent with the spelling of your name for each recipe.



Primer on Membership Second Venues: Harry Henderson: You Gotta have a Plan

By PI Chair Jim Holcombe

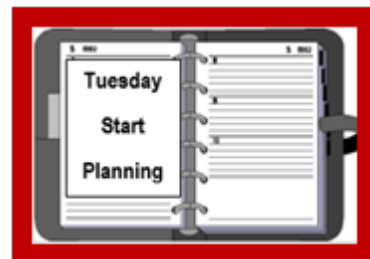
Harry Henderson has spoken at many clubs and at district training sessions on his own and/or together with the PI Chair and Membership team members. His most recent speaking engagement was as a speaker at the District 7610 Conference. He outlined his thoughts for membership expansion—which provided a veritable primer on establishing a second venue.

He starts almost every session with the reminder that, “Every Club *MUST* have a plan”. This might be slightly different from club-to-club; however, each plan must address the Club’s unique circumstances. Moreover, it *MUST* be written down and take into account District 7610’s combined annual and longer-range strategic goals.

He provides the Clubs with an outline of the plan complete with mission and vision statements, etc. He even goes so far as to offer to come facilitate the planning sessions and even help to write the plan for the club in question—as long as they participate in a planning session.

Once a Club’s Membership plan is established, the District Membership Chair &/or Harry Henderson are most willing to travel to ensure that each Club is successful. Having joined Harry in a number of these speaking opportunities (since PI is now conjoined with Membership)—it quickly becomes apparent that his talks begin with a focus on Membership, but the dialogue invariably includes worthwhile advice and ‘lessons learned’ on the much-needed priorities of an in-coming Club president.

How does one know that the Club is successful? Actually... It’s rather simple... For fundraising—did the Club reach its established goals and targets and realize an increase over prior years? For Membership, its equally simple... Did the Club reach its targets for retention and for acquiring new members.



Yet, he always reminds clubs that a number is just that – a number. “You always need a reason behind the number,” Henderson tells them. “Why are you adding members? Is it to become simply a larger club? Or, is it to find a new generation of Rotarians to come together and create a better community.” Henderson talks extensively about the mission of Rotary as leaders coming together to exchange ideas and create a better world. His efforts seem focused toward that goal.

At the last District Conference, Harry’s speech was, in effect, a primer for membership expansion. Next year, we have a district goal of a little less than two new members per Club (net). Each Club should, therefore, ‘Bring two Friends’ who would be a good fit. If, however, during the year it looks like there is going to be a ‘gap’ between actual Club results and its commitments—alternative strategies need to be pursued.

As Harry aptly pointed out, “Rotary is competing with other ‘similar-thinking’ service clubs for younger new members who place time at a premium. Time is often perceived as the most valuable resource”. Harry crystallized this with a remark that, “Rotary needs them [young new members] more than they need us’. Of course--he’s right! Now, there are so many options for ‘giving’. Fortunately, to address this challenging environment, Rotary requirements have become more relaxed and more accommodating.

One of these initiatives is establishing new meeting times and new venues. *Harry Henderson has been at the vanguard of this innovation!* When he was the president of the Bailey’s Rotary Club, he spearheaded the creation of a second venue at J.E.B. Stuart High School--where the school’s Interact Club, at one time, had the largest Interact Club in the U.S.

Over the past two years, there were other second venues sponsored by the Arlington and Annandale clubs. There were other types of Clubs that emerged, as well (e-clubs, family membership, corporate memberships, and even ‘Friends of Rotary’). These had an immediate and positive impact on Membership expansion. Yet, there was an ebb and flow in terms of increases and retention—but the net effect was dramatically positive.

Obviously, a strong prior connection to a second venue is paramount. Without a connection, the second venue is merely a second location of nominal value. With the addition of the Bailey’s second venue, there were over 30 new



members with about five ‘drop-outs’. There were similar results at Annandale’s Northern Virginia Community College’s second venue.

At the Bailey’s J.E.B. Stuart High School second venue, there was a strong Rotary connection for more than two decades. Moreover, school employees are mostly professionals (lawyers, teachers, psychologists, policeman, etc.). Most of these individuals have master’s degrees and often hold specific leadership positions within the Community, as well. One of the RI Foundations six areas of focus is *basic education and literacy*. That makes for a great fit! More importantly, they had a network of connections that were of a similar age that the current Rotary Club did not have access to.



The Second Venue Primer: Establishing a second venue has three basic steps:

Firstly, there should be an assessment of the needs of both the Club and its nearby community. Harry Henderson has often remarked that, ‘Clubs should look like their Community’. This assessment should be ‘top down’. Within the Bailey’s Crossroads surroundings—that meant attracting younger professional women and especially minorities. (Besides the J.E.B. Stuart High School second venue, a separate analysis was completed to pursue a greater Rotary footprint, at George Mason University (GMU)).

Secondly, a second venue membership team should be established. This team should be comprised of seasoned Rotarians and include individuals with strong ties, and if possible, in leadership positions with the potential second venue. With regard to the George Mason University (GMU) initiative, it was unanimously agreed that Harry Henderson should take the leadership role. District 7610 is, indeed, fortunate that Rotarians Dr. Susan Lydick and Dr. P.J. Maddox as well as PDG D.R. Butler, also, have ties to George Mason University and therefore became involved (and a few other including Rotarians Chris Hoecke, Fairfax Rotary Club President-elect, Jennifer Rose, and Bailey’s Crossroads Rotary Club President-elect, Steven Wasko). For the Annandale second venue, Club president Bob Kahane and Pam Hilbert took the lead. (Pam Hilbert is the Provost of Northern Virginia Community College).

Thirdly, operationalize the plan. To do this regarding George Mason University, Former Congressman Tom Davis was approached for help. (He is the Rector of GMU and is a Charter Member and Past President of the Bailey’s

Crossroads Club). The contact with GMU officials included an inquiry about what GMU wanted from the evolving Rotary relationship.

Harry Henderson explained that Rotary must 'speak the language' of its Community. To this end, it was determined that the GMU venue would serve as an on-campus meeting place wherein the university leadership could get together. Over time, this venue could serve as a vehicle for some of the GMU attendees to join one of the nearby Rotary Clubs. The decision was made not to declare the site as a second venue to any one particular club, but rather a Membership Center where anyone associated with the University could attend meetings while becoming Members of a local Rotary Club. By taking this step, the District would elevate and enhance Membership opportunities throughout Northern Virginia while simultaneously growing participation in both Rotary and Rotary Club service projects.

This simple 3-step venue expansion plan will, likely, serve as the blue-print for District 7610 Membership expansion for the next decade or more. Once fully operationalized, this initiative could potentially bring in significant numbers of new members to District 7610 over the next few years! Obviously, this would go a long way to help augment the district new membership targets. Harry Henderson's paradigm is simple and can be adapted by Clubs according to local Club and Community needs.

Furthermore, the GMU program was specifically designed with an eye toward a growing Rotary goal: expanded roles and numbers in Rotaract. It was the belief of the District Membership Committee that Rotaract needed additional infrastructure in order to grow. By getting Rotarians involved at GMU and recruiting Members from the GMU faculty and staff, students who had been involved in Interact Clubs in High School could find Rotarians on campus to help guide them to Rotaract...and, ultimately to Rotary Clubs!

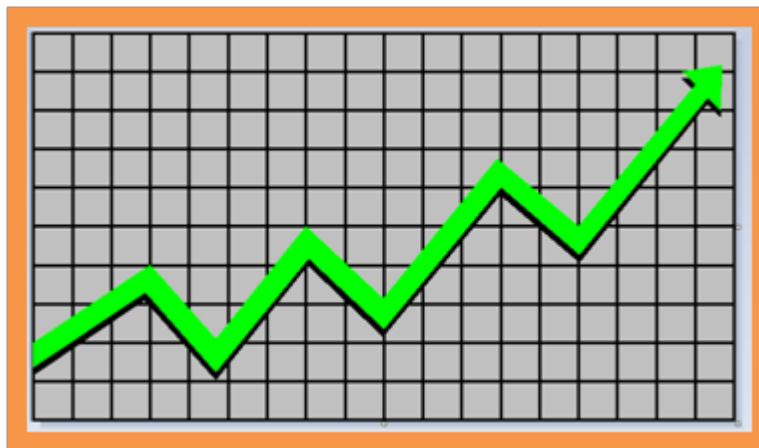
Harry Henderson, further, explained that Rotary's strength is not just its membership... Rotary's strength, also, includes others whom the existing membership might know in other capacities. Clearly, this can be of assistance.

Consider the case of a project called *Go Baby Go*. Amy O'Malley is a Bailey's Crossroads Rotarian. She is connected with Marymount University. This connection resulted in a multi-club event called, *Go Baby Go*! This project helps to provide mobility (cars) to children with special needs. As the program grows, individuals at Marymount University will clearly become interested in

becoming Rotarians. Finding ways to accommodate their schedules to ensure their involvement in Rotary will be critical to future success. The Arlington Club has expressed interest in growing through Marymount. Connecting the two seems like a match made only in Rotary!

Harry Henderson described the J.E.B. Stuart High School second venue as, “an overnight success--that was two decades in the making”! Again... He was spot on.... Second venues need a prior connection. In summary therefore, each club needs to consider different/out-of-the-box ways to acquire new members and to meet or exceed commitments. Contact the District Governor, the Membership Chair, or Harry Henderson directly. They can arrange for a dialogue or a club visit.

Membership **M**atters, **M**ultiply and **M**aintain



Thank You for your service!

We're So Close—Join the *End Polio NOW* Campaign!



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More Good Membership News

New Members - May 1 to June 30, 2017

Member Name	Club
Armistead, David III (DAVID)	Lake Ridge
Begley, Don (DON)	Annandale
Bolick, Todd Garrison (TODD)	Alexandria
Brister, John E. (JOHN)	Albemarle County
Christianson, Stephen R (STEPHEN)	Blue Ridge Mountains
Clark, Stephen (STEPHEN)	Great Falls
Coye, Patrick (PATRICK)	Alexandria
Drazdowsky, Christine (CHRIS)	Bull Run
Freesmeier, William K. (BILLY)	Fairfax
Gordan, Barry J. Esq. (BARRY)	Fairfax
Hicks, Pam (PAM)	Stafford
Hook, Christopher David (CHRIS)	Alexandria
Irby, Jeanette (JEANETTE)	Leesburg
Johnson, Joyce (JOYCE)	Vienna
Jones, Paul R. (PAUL)	Lake Ridge
Kuhns, Dennis Luelke (DENNY)	Alexandria
Law, Joseph S (JOSEPH)	Gloucester Point
Mansouri, Arash MD (ARASH)	Fredericksburg
Marucci, Nicole (NICOLE)	Lake Ridge
Masucci, Greg (GREG)	Leesburg
McGrath, Sam (SAM)	Vienna
Mosser, Jacob (JACOB)	Lake Ridge
Mullen, Francis X (FRANCIS)	Sterling
Mullen, Susan A (SUSAN)	Sterling
Nunn, R. Lee III (LEE)	Charlottesville
Pendleton, George Thomas Jr (TOM)	McLean
Radcliffe, Eric (ERIC)	Bailey's Crossroads
Radich, Colleen (COLLEEN)	Sterling
Rector, Anne B. (ANNE)	Alexandria
Stearns, William E. III (BILL)	Mathews
Talay, Rachel Gagnebin (RACHEL)	Alexandria
Vinson, Thomas T IV (THOMAS)	Gloucester Point
White, John Bryan (JOHN)	Alexandria
Williamson, Holly (HOLLY)	Dulles International Airport
Yates, Renee (RENEE)	Gloucester Point

MEMBERSHIP MATTERS...



DISTRICT 7610 STAFF

Governor

Janet Brown
Home Club: Rappahannock-
Fredericksburg
Partner: Felton Page
thereforee@comcast.net

Governor-Elect

Ronnie Chantker
Home Club: Tysons Corner
Partner: Art
rmccpa97@aol.com

Governor-Nominee

W. Glenn Yarborough, Jr.
Home Club: McLean
Partner: Betsy
WGYARC@aol.com

Governor-Nominee Designate

Jonathan Thomas Chadwick
Lucas
Home Club: Alexandria West
Partner: Qiaojue
Lucus@thearc.org

Secretary

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Home Club: Annandale
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5 Things I Wish All Rotarians Knew (and Believed) about Membership

1. Nothing Else Matters—Rotary is a Membership Organization and Our Product is Service. If you got Membership right, pretty much everything else takes care of itself. Work on membership first. If you don't get Membership right, everything also is a struggle for the whole year. Work on membership first, get your membership committee up and running first and then attend to other priorities. Make sure your Membership Chair is 100% committed to membership growth, and to getting started (in April or May) before the next Rotary year). And that the Membership Chair has a committee. NOTE: A committee cannot be one member.

2. Attrition is Real - Membership organizations lose members, most at alarming rates. I know you're thinking "Nobody would quit our great club". Wrong. The five year average attrition rate for Zone 33 clubs is fifteen percent (15%) annually. Half of those leave for reasons you can't control. A handful of clubs have long-term attrition rates below 10% and none lower than 8%. Build your membership plan around the assumption that 15% of your members will leave during this next Rotary Year, and have a plan to replace them. Count your blessings (and your membership gain) if that doesn't happen.

3. Retention is important for the LONG term - Retention rates can be changed over time, not quickly, and you can't retain your way from 20 to 30 members. Work on retention strategies, but don't count on moving the needle quickly. Find out why people leave through exit surveys, and fix those problems. Hint: Most attrition casualties have been members, less than 1, 2, or 3 years (1 year=highest attrition). Focus your retention strategies on those members.

4. Clubs need membership growth every year -It doesn't have to be dramatic. 4% annual membership growth will double the size of your club in 18 years. What you want to develop is a member growth culture—the fundamental belief that the club grows a little every year and avoids huge declines along the way. It's not a series of "membership drives", but a consistent sustained effort. We have examples of clubs doing just this, with only one year of decline (by one member) along the way. Set your goal at 10% net membership growth (plus an estimate of 15% attrition).

5. It takes intentional Strategies - Discard generalities like, "Ask members to bring guests to meetings". Change that to, "Ask X members to bring Y guests to a meeting about Rotary membership on mm/dd/yyyy, and you might have something. If the rest of the plan for reminders, follow up, etc., is in place. Lather, rinse, l repeat. Likewise, financial and other incentives for membership recruiting are surprisingly ineffective—you can't make the prize big enough to be "worth the effort" after a member thinks about it for a while. It's a nice "thank you", but don't count on incentives alone.

REMEMBER THE 10:3:1 RULE - It takes about 10 names or referrals (suspects) to get 3 prospects to a Rotary Information Hour or Rotary Club Meeting, to get one new member proposal. Lack of sufficient "lead generation: is a root cause of low rates of new members flow.

Thank you for a wonderful
and
productive 2016-2017
Rotary Serving Humanity

