



JOY

Fun & Fellowship



FULFILLMENT

Service



PRIDE

Personal, Professional
& Career Development

District Governor shares mid-term observations

I am now officially half done with my term as your District Governor. It has been a true privilege to serve the Rotarians of our district, all wonderful people. Here are a few observations about what I have learned in the process:

1. **EVERY CLUB IS DIFFERENT.** As an accountant, I like to categorize things into neat boxes. When I became District Governor, I thought it would be easy to add value to our Rotarians by coaching a few changes in the clubs. However, clubs are complex organisms. There are no universal solutions to increasing member value. The only common tool for all clubs to use is *experimentation*.
2. **COMMUNICATION WITH ROTARY CLUBS CANNOT BE MANAGED LIKE WITH BUSINESSES.** I expected that a few targeted communications early in the Rotary year – via Assistant Governors and Club Presidents -- would promote the innovation and experimentation clubs could use to increase member value. The reality is: Rotarians are all volunteers. Rotary communications have a hard time trickling down to the members who could champion these causes.
3. **MY SINGLE FOCUS OF INCREASING MEMBER VALUE DID HIT A NERVE.** Without exception, my presentations at clubs produced positive feedback. My message was to increase member value, and that members receive value from Rotary in many different ways. A long-time Rotarian listened and acknowledged that perhaps “networking” isn’t a dirty word; it may even be a reasonable rationale for joining Rotary. While *Service Above Self* will always be our motto, a focus on Rotarians’ self-interests may be needed if we want Rotary to survive in the United States over the long term. We need champions in each club to carry the member-value torch.
4. **WE ARE INNOVATING.** We have developed several new initiatives in our district. The Eco Club and the Veterans Club are pace cars for a growing focus on non-traditional “theme” clubs in the United States. We have new mentoring and networking groups popping up across the district. We continue to be innovative in our service project collaborations. There are many examples of fellowship opportunities outside the club meeting time -- even several across clubs (think Brewtarians). However, every successful initiative has required countless hours by an individual Rotarian to make it work. Nothing happens in Rotary without passionate champions who will not let a few speedbumps get in the way.

Over the next six months I will continue my singular focus on creating member value. Please invite me to your club for a brief brainstorming session if you want a “booster shot” to help your club focus on what it can do to retain and grow your membership.

Happy New Year!

Retention Russ



Russ Michaletz
District Governor 2019-20

MID-TERM ASSEMBLY
Saturday, January 18
 9:00 am - 1:00 pm

Minnetonka Community Center
 14600 Minnetonka Blvd
 Minnetonka, MN 55345 ([map](#))

Mid-Term Assembly is a **CELEBRATION**
 of clubs' progress and **MOTIVATION**
 to complete this year's goals.

Come learn about:

- ◇ PETS for 2020-21 Presidents
- ◇ Projects on Display
- ◇ Club Fundraising Ideas

CLICK ON IMAGE TO REGISTER ASAP!

Give wisely with these top-rated charities

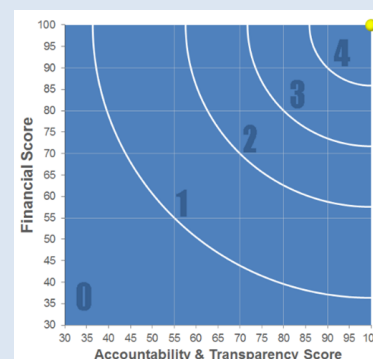
By Samanda Dorger, *The Street*, 12/26/19

(article excerpt)

"So, dig deep, people — give to your favorite cause, but make sure the bulk of your donation dollars are being spent on the issues you care about, not being squandered away by careless administrators or overspent on big advertising or marketing firms.

Do a little research using charity watchdogs such as [Charity Navigator](#) which evaluate charities by examining the financial documents of non-profits. Charity Navigator scores charities for transparency, accountability and financial health on a scale of 0-100. We've compiled a list of 30 charities that have perfect 100 scores."

Yes! The Rotary Foundation (TRF) was one of the 30 featured in this article. Check out the [expanded TRF info](#) on Charity Navigator and better understand why it is such a worthy recipient of our financial gifts.



Find your club's focus with a Visioning session

Club Presidents and Presidents-Elect, have you considered doing Visioning? Visioning help clubs find their future direction, set goals and transition from one Rotary year to another.


In a newly simplified process, the topics covered are:

1. Desired membership size
2. Unique club values
3. Club projects review
4. Project to grow
5. Activities the club might delete
6. Out-of-the-box Ideas.

Schedule your Visioning session on a weekday (M-Th) evening. The club provides 5 p.m. dinner (e.g., pizza) and a room accommodating 15-25 participants in a U-shaped arrangement. The District Visioning Team brings all supplies needed to facilitate the interactive process from 5:30-8 p.m.

If you have questions or want to set up a session, call Guy Marzano at 612-839-7288 (preferred) or email him at guymarzano@gmail.com.

Come meet at these networking events!


ROTARY BUSINESS NETWORK - TWIN CITIES, MN

WHO ARE WE?

Rotary Business Network is a free 5950 district wide Rotary Business Network (RBN) open to all Rotarians and meets once a quarter.

WHAT IS OUR PURPOSE?

Our aim is to to develop long term, meaningful relationships with quality business professionals who are ready and willing to help you accomplish your business goals and value community involvement.

Mentorship

Help new businesses with your knowledge; receive advice from leaders who have been there.

Business Growth


Learn about new opportunities and exchange business referrals.

Networking

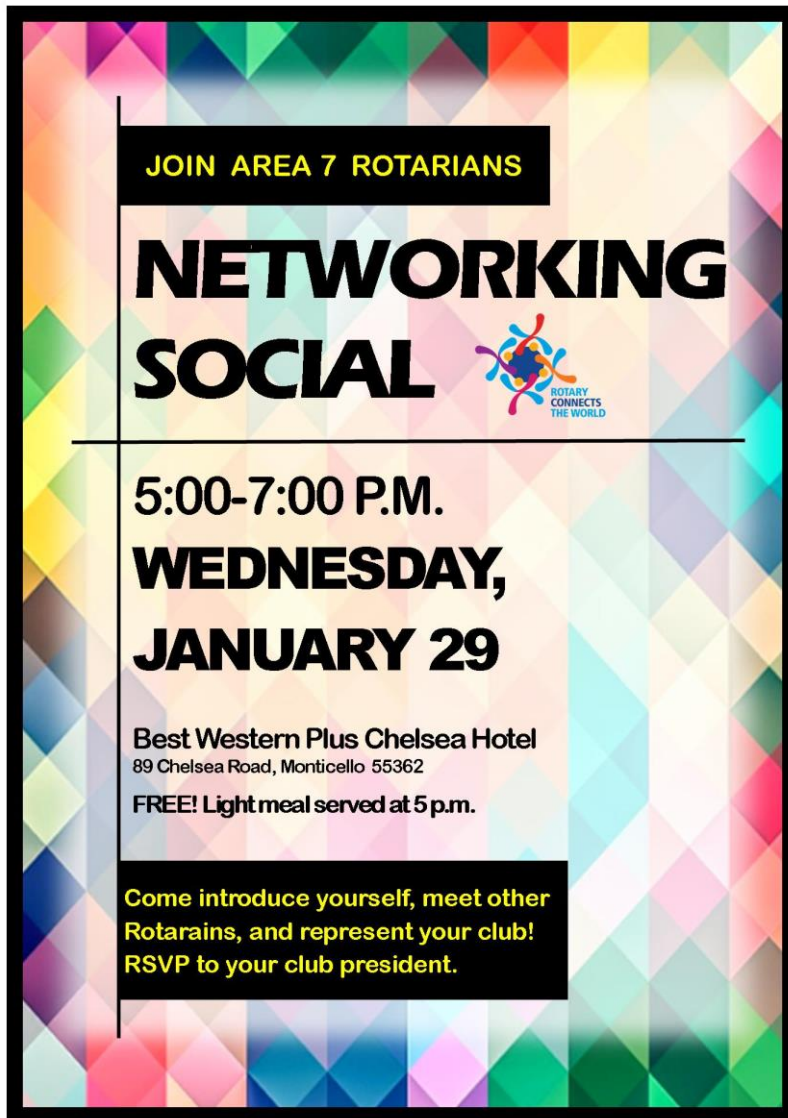
People do business with other people they know and trust long before they'll do business with leads found in an advertisement.

UPCOMING EVENTS

5:30 – 7:30
January 22nd
Cowboy Jacks
2801 Southtown Dr
Bloomington, MN 55431




<http://adennisonmarketing.com/rotarybn/>



JOIN AREA 7 ROTARIANS

NETWORKING SOCIAL



**5:00-7:00 P.M.
WEDNESDAY,
JANUARY 29**

Best Western Plus Chelsea Hotel
89 Chelsea Road, Monticello 55362
FREE! Light meal served at 5 p.m.

**Come introduce yourself, meet other
Rotarians, and represent your club!
RSVP to your club president.**

If you are not from an Area 7 club (Buffalo, Maple Grove, Monticello, Rogers and St. Michael-Albertville), **please RSVP** to Area 7 AG Lee Ashfeld (leeashfeld@hotmail.com).

Click here for a [map to the Best Western Plus Chelsea Hotel](#) in Monticello.