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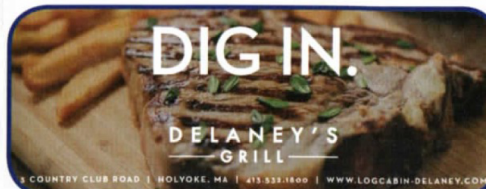
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THE TURBINE

1915/16



2018/2019

OFFICERS

Bob McKay, President
Helen Arnold, 1st Vice President
Katie Buckley, 2nd Vice President
Steve Kaplan, Treasurer
Bob Woodill, Secretary
Helene Florio, Recording Secretary
Kathy Viens, Past President

DIRECTORS

Bob Desnoyers, Class of 2019
Marian Poe-Heineman, Class of 2019
Maureen Ross-O'Connell, Class of 2019
Wayne Gass, Class of 2020
Ed McCarron, Class of 2020
Jon Lumbra, Class of 2020
Tom Accomando, Class of 2021
Cappie Glica, Class of 2021
Bill Rogalski, Class of 2021

The club meets Tuesday, 12:15 p.m.
at the Delaney House, north on Rte. 5, Holyoke

The Four-Way Test

OF THE THINGS we think, say or do:

- 1) Is it the TRUTH?
- 2) Is it FAIR to all concerned?
- 3) Will it build GOODWILL and BETTER FREINDSHIPS?
- 4) Will it be BENEFICIAL to all concerned?



**CHECK "CLUB RUNNER" FOR MAKE-UP
LOCATIONS**



Holyoke Rotary Club News

Issue: March 2019

How do we innovate at Rotary?

By John Hewko, Rotary International General Secretary

Innovation and flexibility. Those are two words you hear a lot today when we think about any organization adapting to a rapidly changing environment. But what do those two words mean for Rotary? In short, they will define Rotary's future, because they are fundamental pillars of our strategic plan for enhanced impact, reach, engagement and adaptability. If we are really serious about growing Rotary and attracting new members from all demographics, we must innovate. That innovation will need to take various forms.

It begins, **first**, with making the idea of innovation in Rotary a mindset. It begins with developing a culture of positive change and adapting to the needs of our new realities and challenges.

Second, innovation is also about transformative technologies. We can call this sustaining innovation – that is, constantly developing our suite of products to serve our existing members. We have implemented this concept of sustaining innovation through three channels of new technology: Rotary's Learning Center, Rotary Club Central, and an enhanced online membership leads program. Now, all these tools are at your disposal, and many new ones are in the process of being developed. Their consistent use should be a key foundation of our future growth strategy.

The **third** kind of innovation that we must aspire to generate at Rotary is called disruptive innovation. In the world of business, it refers to a product or service, often very simple in its first design. This product or service takes root at the bottom of a market, and then relentlessly grows in popularity, until it displaces established competitors. Think of how the traditional taxi cab business has been changed forever by ride sharing platforms such as Uber, which connects consumers who need rides with drivers willing to provide them.

With a growing group of individuals looking for connection, friendship, and an opportunity to get involved in the world around them, Rotary is well positioned to be a disruptive innovator. "If we are really serious about growing Rotary and attracting new members from all demographics, we must innovate."

Imagine for a moment what Rotary clubs could look like in the future. Clubs that could change their meeting schedule and format, can relax attendance requirements, and offer multiple membership types. Think of a club where you can invite Rotaractors to be members of your club while they are still in Rotaract.

A club of the future, where measuring adherence to the rules is replaced with measuring progress against goals to improve the community and to grow the club. Well, you don't have to imagine very far, because these clubs already exist. Next Rotary Generation Invercargill is a family-friendly club in New Zealand with fluid meeting times and venues. While attendance is encouraged, it is not compulsory. The Rotary Club of Aruba systematically engages with its local Rotaract and Interact Clubs to ensure a smooth and natural transition into the Rotary club. As a result, half of the club members are former Rotaractors.

A long-term sustainable growth strategy just doesn't appear out of thin air. It requires a commitment to club innovation and flexibility; a commitment to best serving the specific needs of our communities as they evolve, and to incorporate Rotaractors into Rotary. I'm confident that we will embrace the opportunities ahead of us through innovation,

Member Birthdays

Kagan Levine, Joan	Mar 13
Schoenemann, Marty	Mar 15
Mantoni, Margaret	Mar 26
Silver, Lou	Mar 29
Hayden, Jeff	Mar 30

Rotary Anniversaries

Arnold, Helen	5 Years
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Upcoming Meetings

DATE: March 5, 2019
INVOCATION: Rebecca MacGregor
EVENING MEETING: 5:30 - 7:00 pm at Slainte

DATE: March 12, 2019
INVOCATION: Brittney Kelleher
PROGRAM CHAIR: TBD

DATE: March 19, 2019
INVOCATION: Kathy Viens
PROGRAM CHAIR: Kerry Parsons
PROGRAM SPEAKER: Susan Kelley, Executive Director, Children's Museum of Holyoke, on how they continue to grow their mission and newest exhibits

DATE: March 26, 2019
INVOCATION: Helen Arnold
PROGRAM CHAIR: Doris Ransford
PROGRAM SPEAKER: David Gadiare, President and CEO, Massshore Holyoke Career Center, will discuss changes in the workforce and update on center

Upcoming Program Assignments

April 2	Evening Meeting
April 9	Jacob Perkins
April 16	Venus Robinson
April 23	Bonnie Randal
April 30	Club Assembly