

# Potomac-Bethesda Rotary Club News

## Rotary Club Calendar

**August 2 - 6:30pm Rotary Club Meeting**

**Barry Anderson, Head,**

**Budgeting and Public Expenditures Division,  
Organization for Economic Cooperation and  
Development (OECD) based in Paris**

Barry Anderson has been involved in federal budgeting and program evaluation for more than 30 years. He began his career with the General Accounting Office, evaluating housing and transportation programs. In 1980, he moved to the Office of Management and Budget (OMB), where he was a budget examiner for various programs within the Department of Housing and Urban Development (HUD); the Department of Commerce; the Small Business Administration; and the three agencies involved in the secondary mortgage market – Ginnie Mae, Freddie Mac, and Fannie Mae. In 1985, he was appointed head of the unit that prepared aggregate fiscal analyses of federal actions, and three years later, he was named the head of the Budget Review Division, the senior career civil servant in OMB. In that position, he was responsible for directing the analysis and the production of the President's budget, working directly with Presidents Reagan, Bush and Clinton and all of the OMB Directors who served them. In 1999, after a year as a Vice President of the Jefferson Consulting Group, providing economic consulting, Barry joined the Congressional Budget Office (CBO) as Deputy Director. In addition to directing the operations of the agency, he regularly testifies on budget trends and conceptual budget issues. Outside CBO, Barry regularly represents the United States in meetings of senior budget officials held by the Organization of Economic Cooperation and Development (OECD). He lectures on federal budgeting at George Washington University and has assisted in teaching courses on that topic at the Federal Executive Institute and other universities. From 1999 to 2002, he was a member of the Federal Accounting Standards Advisory Board, which sets accounting standards for federal agencies. In June 2003, Barry joined the International Monetary Fund as an advisor in fiscal affairs and public expenditure management issues. Barry graduated from the University of Illinois in 1969 with a B.S. and earned an M.B.A. from the University of Washington in Seattle in 1970.

**August 9 - 6:30pm Rotary Club Meeting**

**Adrianna Logalbo**

**United Nations Foundation  
"Nothing But Nets" Campaign**

**Potomac-Bethesda International Rotary Club**

## **Rotary International President Urges Every Rotarian To Bring In New Members**

By Antoinette Tuscano RI News 31 July 2007

With Rotary's demographics changing and membership decreasing in North America, Rotarians must "change the way we think about membership," RI President Wilfrid J. Wilkinson told attendees at a presidential membership conference held last month.

"The current recruitment practices of clubs can't continue," Wilkinson said. "What needs to happen is for every Rotarian in every club to bring in one qualified new member every year."

*(continued on page 3)*

**August is Rotary Membership Month  
Invite Guests to All Five Meetings!**

## **July 26 Meeting Report:**



Jim Lawrence, Department of State, gave us a chilling report on the extent of land mines and other weapons that threaten many people throughout the world. Jim showed actual landmines (inert) and gave an excellent



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PowerPoint presentation. There are tens of millions of landmines in some sixty countries. Each year about 15,000 people are killed or maimed by these weapons. In Cambodia there are ten mines per person. Jim showed photos taken in Iraq and other countries of large amounts of munitions seized and then destroyed. If the munitions fall into the wrong hands, they can be converted into car and roadside bombs (photos on right). Another major threat is a hand-launched rocket.

**Specialists clearing land mine infested areas using a time-consuming process to remove hazards to children and reopen farmland for food production.**



**Roadside bomb**



**Car Bomb**

The "MANPADS" rocket can be used to shoot down airliners and there are currently one million in the world. Jim manages a program to buy these weapons and remove them as a threat. Jim has also helped to fund the Rotary prosthetic program in Basra, Iraq. There is a fellowship of Rotarians for Mine Action ([www.rfma.org](http://www.rfma.org)).

## **Prosthetic Limb Clinic**





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## **Rotary Membership** (continued from page 1)

Inviting new club members is one way Rotarians can live up to this year's theme of *Rotary Shares*, said Wilkinson at the conference. The conference is one of a series of seven events to be held in July and August in Canada and the United States. The two-day conferences include plenary sessions, panel discussions, and workshops on topics such as generational differences, demographic changes, potential new members, and the challenges of service organizations. [Notes from last month's Philadelphia Conference are included in next article].

Wilkinson cited RI research showing that only 18 percent of Rotarians in a given club ever bring in a new member. But inviting qualified, active members is "the single most important thing that you can do for your club and community," he said. To survive and continue to meet communities' increasing needs, Wilkinson stressed, "Rotary needs to grow."

The goal of the presidential conferences was for Rotarians to come away with plans for finding and keeping club members. Wilkinson noted, however, that there's no one-size-fits-all solution for Rotary clubs.

"*Rotary Shares*," he said, "and each one of us must take it upon ourselves individually to share the gift of Rotary membership with one new person - this year, and every year to come."

**Let us know what's happening with you!**  
**Send your article and photos to**  
**Bob.Nelson@NASA.gov**  
**for inclusion in the newsletter!**

## **Rotary Presidential Conference Notes** (Courtesy of Lawrence Penna)

### **THE CONCERN**

Membership is on a steady decline in North America, worst in Zones 31 & 32 (Northeast US from Maine to Maryland including DC).

Membership is projected to continue to decline. Members are primarily the Silent Generation and the Graying Generation. We are not attracting younger members.

80% of Rotarians never sponsor a member.

Membership was an emphasis for one year around 2001 and sure enough, membership surged upward, but the following year it spiked back down. Poor retention.

One Rotarian commented that he can predict now which Rotarians will attend the next District Conference. We only get 7% of the District to attend. We need to get 70%.

### **THE WORLD NEEDS ROTARY**

Tom Stevens, Framingham, MA, panelist, a minister, and prison rehab worker:

"I look at my Rotary Club like someone gave me a million dollars."

"I am a Rotarian for very selfish reasons. I feel so great when I bring 3 roses to a shut in, or when I do something for the kids."

Rotary is solving the problems of the world. And Rotarians, in their vocations, are solving the problems of the world.

### **BABY BOOMERS ARE SEARCHING FOR ROTARY**

- nearing retirement age
- searching for something meaningful

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## IDEAS: PLANNING

"Abe Lincoln said 'Good things may come to those who wait, but only those things left over of those who hustle.' "

**Have written membership goals and procedures.**

## MEMBERSHIP COMMITTEE

Organize an active Membership Committee consisting of:

- New members
- Sales people

COMMITTEE STRUCTURE (Applies to nearly all club committees.) Each committee should have:

1. a chair
2. a co-chair / next year's chair.
3. an advisor / last year's chair

EACH COMMITTEE (not just membership committee) has the assignment to **contact the district resource chair** in that area.

## PUBLICITY / VISIBILITY IDEAS

Continue RI presence in national magazines such as the recent pages in Sports Illustrated, and in Newsweek.

Districts should apply for Publicity Grants; then use the RI professionally prepared materials.

Each club should budget money for publicity. Don't depend entirely on free space.

One Rotarian described an example of a full-page newspaper ad:

- Left upper: What Rotary is & Club Location map.
- Left lower. Clubs' contact info. (Harriet said check before publishing contact info.)

- Right upper: Benefits of being a Rotarian. Rotary can add meaning to your life. Rotary can empower you to make a difference. Rotary can provide you with the funds and man-power. Enjoy the fellowship of like-minded people. See "Why Join Rotary" at <http://www.rotary.org/newsroom/downloadcenter/membership/index.html>
- Right lower: "What is Rotary doing for your community?" List of clubs projects, one for each club/community.

Banner across the road announcing Rotary events.

USE YOUR FUNDS for HIGH VISIBILITY PROJECTS. This is preferred to simply giving money away to other organizations. One club did an area wide project, \$480,000 for a playground with the Rotary Wheel in the pavement. Another club did a Carnival. Even the older club members enjoyed working at it, directing traffic, and earned \$12,000.

Don't forget to put the Rotary Wheel at project sites, on dictionaries, etc.

## RECRUITMENT

**A GOOD MEETING is KEY to membership**

1. Fun
2. Good programs
  - Varied program topics: Rotary, Government, Charity, a Club Member's vocation, etc.
  - District web site containing a Speakers Bureau.
  - Billy Campbell Video.

**OUR SECRET? We just asked more people.**

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**Ask at least 4 times.** VP Mike McGovern refused to join the first 3 times he was asked.

## **ELEVATOR SPEECH**

Have a practiced response when asked, "What is Rotary." One Rotarian offered as an example, "Rotary is a World Wide network of business and professional leaders dedicated to community service."

## **INVITATION IDEAS**

Invite **SPEAKERS** to join.

- "We can tell from your presentation that you already are a Rotarian. Would you like to join us and make it official." or
- "Rotary is by invitation only. Consider yourself invited"

Invite dignitaries, family members, co-workers to induction ceremony. Ask them to join.

Invite **ALUMNI** to join. GSE, Foreign Exchange Students, Ambassadorial Scholars

Invite **INTERACT, ROTERACT & RYLA** parents to join.

Write to all new homeowners: "Visiting a Rotary Club is a fast and fun way to acclimate to your new community."

Invite all Rotaractors to a club meeting. Speak at **ROTARACT MEETINGS** to be sure Rotaractors know what Rotary is about and that they are invited to join, now or in the future.

**MIDDLE SCHOOL & HIGH SCHOOL WORKSHOPS:** Offer Rotarians services to teachers to come and present in a classroom about their profession, hobby, etc.

**PRESIDENTS CIRCLE:** One club found that top executives would not join for lack of time. Many would pay for membership for someone on their staff. The top exec then became a member of the "President's Circle". Although not members themselves, expect them to be supportive of Rotary.

Invite prospects to whichever club is most convenient, not just to your club.

**BUSINESS CARDS** for all club members. On back has a "Be my guest" invitation.

**WHAT'S ROTARY CARDS:** Consider making them slightly smaller, so they don't get rumbled when carried with business cards and so they fit in business card holders

Awards day for all the projects the club did. Honor the fire chief, etc. One club got 10 members from one event.

Invite non-members to assist with service projects. Don't forget to ask them to join.

Create a "My space" web page for the club.

**RECOGNIZE ANYONE** who ever sponsored a new member.

Steak and Beans dinner: Bring a guest and eat steak. Otherwise eat beans.

Give everyone 2 weeks to provide a name to invite. (Look over the classifications)

Then 4 weeks to invite them (or membership committee can invite them)

Organize a district wide membership event and new member orientations.

## **QUALIFICATIONS**

**OLD:** Membership was restricted to management with hire/fire authority.

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**CURRENT:** Discretionary decision making and/or Community Services

Club must have a procedure that weeds out the unethical. Conduct an **ORIENTATION** of prospective members so they understand ethics and purpose. Conduct the orientation at the prospective member's home. About 4 people attend. President, membership chair, orientation (STAR) chair, and a relatively new member.

## **RETENTION**

**STAR** Special Training for Action in Rotary.

**ASSIGN** a **MENTOR** to each new member.

## **MEANINGFUL PROJECTS**

The club needs to have meaningful projects. Locally and Internationally.

**INVOLVEMENT** Invite one or two of the newer club members to each Board Meeting.

**ATTENDANCE:** **CALL** if any club member misses twice.

Encourage attendance at the Rotary Leadership Institute (RLI), District Assemblies, Conference, etc.

**SUBSIDIZE** attendance to key Rotary functions.

- Some clubs pay for their President elect to attend International Conference.
- Some clubs pay the RLI fee.
- Some clubs pay for newest member(s) or youngest member(s) to attend District Conference.

**MONTHLY COCKTAIL PARTY** at a member's home, and invite prospective members.

Have each member give a 3-minute biography. Not just the new members.

**ROTARY MINUTE** at each **MEETING**

- Based on High ethics.
- Leaders in our community are Rotarians
- Great Fellowship
- Can improve your community
- Entrée to world understanding.

**RECITE 4-WAY** test at each **MEETING**

## **RESOURCES**

Publicity: See [www.Rotary.org](http://www.Rotary.org) for Humanity in Motion free CD.

Sign up for publicity/PR minute on the web site.

Sign up for Membership Minute weekly emails.

Membership: "Growing Rotary" brochure, by Mary Chapman.

Rotary Basics - Brochure for recruiting

Rotarian Magazine is a great handout

**August is Rotary Membership Month!**  
**Bring a Guest to Each of the Five Meetings This Month!**

**We are looking for men/women in a variety of professions – just a few vocations are listed below:**

**Small Business Owners**

**Physicians**

**Insurance brokers/agents**

**Restaurant owners**

**Pharmacists**

**Banking and Wealth Management**

**Journalist/writers**

**Rotary Shares by**

**Growing Rotary Membership!**

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