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## "ATLANTA"

**Article by RC PDG Tim Moore**

I have been asked many times how I enjoyed the Rotary Atlanta Convention last June. I have had time to reflect now, more on the content and my experiences, now a month has passed. Many of us have been lucky enough to go to a few International Conventions and they are overwhelming to say the least – the sea of moving Rotarians between rooms at the venue – more than 40,000 in this case! Yet, still you make out friends and colleagues through the journey, a chance to catch up and renew acquaintances.



The messages and content of the main plenary sessions was business like and expected and many presenters stood out, particularly Bill Gates and latest End Polio presenters.

My real takeaways happened in the breakout sessions, of which there were many and yes, I followed the membership and strengthening clubs' streams. Key areas were covered, showcasing what worked and best practices from all around the world. There were brief presentations from highly proficient presenters but every effort was made to involve the audience and allow questions and feedback. These sessions were not intimate with many having more than most district conference attendances around the world!

Sessions included making first impressions matter, new club flexibility options – how can it attract and keep members and is your membership a revolving door

Details of these and all presentations from Convention are available for download at [https://www.slideshare.net/Rotary\\_International/tag/rotary17](https://www.slideshare.net/Rotary_International/tag/rotary17)

I hope in my journey as a Rotary Coordinator I can share some details of what I learned from the Atlanta Convention. Many of your Assistant Rotary Coordinators were there too, please ask them of their experiences. I am looking forward to Toronto looking forward to seeing you there!

## "SAD LOSS"

**Prepared by RC PDG Tim Moore**

It is with great sadness that we send our condolences to Sam Owori's family and friends in Rotary and beyond after his sudden passing. He was a real gentleman that influenced so many people and was to be Uganda's first ever Rotary International World President.

Since he served as district governor, the number of clubs in Uganda has swelled from nine to 89. He urged past, present, and future leaders to work together to engage more women, youth program participants, alumni, and community members to increase Rotary's membership in the coming years.

*"My passion is membership and extension. But for Rotary with enviable values in a world of 7 billion to exist for 111 years and boast of 1.3 million members is pathetic. Besides, women stand at about 25%, while the average age in many countries hovers around 70 years.*

*There are many places which need Rotary and numerous potential members who have never been invited. The problem is Rotarians who got in and closed the doors.*

*Accordingly, I would review the method of recruitment and open it up to applications rather than invitation, but institute effective vetting of applicants. I would consider*

*admitting spouses, Rotaractors and Rotary Community Corps who implement our programs at the grassroots, if need be under different categories.*

*I would oblige every club over five years old to form one new club to double number of clubs, membership and impact globally over-night", Owori said.*

As RI President Elect Sam will not be with us, I am sure we all agree with his sentiments and ideas. It would be an honour to uphold his vision in our action plans over the next years.



**Sam Owori**

# "REGIONAL MEMBERSHIP OFFICER UPDATE"

Article by Julie Aubry, Regional Membership Officer for Zones 7b and 8 (based in Evanston, IL, USA). [Julie.Aubry@rotary.org](mailto:Julie.Aubry@rotary.org) | +1-847-866-4480 | [www.facebook.com/julie.aubry.71](http://www.facebook.com/julie.aubry.71)



## New! Rotary Basics

New members can feel overwhelmed trying to understand their club, the Rotary lingo, and how they fit in. **Rotary Basics** is a comprehensive guide to all things Rotary. It covers everything from how Rotary began to how you can optimize your membership experience. It's great for new members to have for reference and look at on their own time.

Purchase copies (\$2 each) from [shop.rotary.org](http://shop.rotary.org) to give to new members or simply send them the [link](#) to the downloadable pdf.

## New! Online Membership Courses

There are new courses online under Membership at <http://learn.rotary.org>!

- *Is Your Club Healthy?* - Help your club stay valuable to your members and your community.
- *Building a Diverse Club* - Learn how to diversify your club. A diverse club reflects the make-up of its community, has a greater impact, and is more attractive to prospective members.
- *Online Membership Leads* - What's all this talk about membership leads? Discover the mystery behind these online leads.

## Membership Start Figures

As a reminder, official 1 July membership figures will not be ready until **15 August**. As you run membership reports in Rotary Club Central, please keep in mind that membership numbers are subject to change. Staff are working diligently to process end-of-year membership changes like new club charters, member terminations and new member additions that are submitted in a variety of forms (online, email, fax and post). If you have any questions, please contact me.

## Membership Resource Guide

The *Membership Resource Guide* is a resource created specifically to help you quickly find membership resources and publications based on your need. In the July edition of the guide, you will find a short description of each resource, to get the free downloadable pdf click [HERE](#) and a link to where you can purchase the resource on [shop.rotary.org](http://shop.rotary.org) (if available). If you have any questions about the materials listed, please let me know.



**Pictured: The Regional Membership Officer Team excited to start their 3<sup>rd</sup> year in supporting Rotarians with membership matters**

# "REGIONAL MEMBERSHIP CONFERENCE – FOCUS ON MANAGING AND IMPLEMENTING CHANGE"

**Information supplied by Conference Convener Mark Huddleston Rotary Club of Seaford**

The program for the approaching Regional Membership Conference, jointly hosted by districts [9500](#) and [9520](#) will have a vast array of key note speakers including Silicon Valley Entrepreneur Mitty Chang and will cover the full gamut of membership related topics – not just recruitment, but retention, promotion and examples of different club operating systems that can take Rotary through our next century of service.

But this conference will have one major special component: a dedicated presentation and workshop focused on change management and implementation. How many times you left a membership event full of ideas and enthusiasm, but found the response back in club land to be somewhat underwhelming?

We will not only be giving you the inspiration at this conference, but the tools to understand how to navigate the traditional barriers to change that prevent these great initiatives being implemented. We can no longer be satisfied with getting to first base, we need to be hitting home runs and making those meaningful changes at club level that can propel our organisation forward.

Find out more and book now at: <http://rotary9520.org/event/regional-membership-conference/>

# "HOW RCA HAS TURNED AROUND ITS MEMBERSHIP DEMOGRAPHIC" *Part 2*

Article by Ian D'Arcy Walsh, Immediate Past President 2016-17, Rotary Club of Adelaide (RCA).



**Part 1 of 2 parts, was published in last month's edition of this Newsletter,**

*... If all the activities we have undertaken to achieve our objective were to be grouped into common focus areas we would have 5 groups or, if you like, 5 steps in our approach. Those steps would be:*

**1<sup>st</sup> Step; Awareness and Commitment** - was published last month.

In our club, we went about this **2<sup>nd</sup> Step (Getting the Club Ready)** over a 4-5 months period by:

- Determining what an "attractive Rotary Club" might look like by asking members to survey their younger non-Rotarian relatives and friends to ascertain what would attract them to join Rotary. We collated the feedback, obtained similar feedback from other sources and presented all this information to our members;
- Identifying the changes, we need to make in our meeting format and our operation in order for us to become more attractive to potential new members and selling these changes to our members. It was amazing how accepting our members were to remove the invocation, the regular singing of the national anthem, the toasts and the traditional Sergeant's session with its associated fines;
- Making sure that the image we portrayed on all communication and media sites was aligned with the RI brand so we were seen as being part of a global organisation;
- Making sure our own website and social media sites were completely up to date and inviting to visitors;
- Improving our welcoming systems at club meetings and our mentoring and support processes for new members as well as seeking to provide more opportunities for members to have hands on experience in the implementation of our community projects (an aspect seen as being a key draw card for potential new members).

In determining what changes needed to be made to make our meetings more welcoming and attractive to visitors and potential new members and in implementing these changes, an elaborate change management process was established incorporating an extensive consultative process with all club members. This process provided clear direction and a mandate to implement the changes needed and has resulted in the changes occurring with commitment and support.

So now about 8-12 months into the process we felt we were ready to find and start to engage with potential new members so we embarked on **Step 3 (Finding potential new members)**. Again, this was not a quick process because we wanted more than just names; from our research, we knew we were looking for people who felt good about helping others and as we say have the "philanthropic" gene. We described the characteristics of the people we were targeting to our members and asked them to consider their relatives, friends (often sons and daughters of their friends) and their work and local business networks to provide us with names and contact details of suitable people. We also accessed Rotary alumni from RYLA, REYPEN, RYDA and Rotary Youth Exchange programs as well as current and ex Rotaractors and tapped into local business networks. We wanted as many names of as possible but only of the right type of people with appropriate backgrounds, interests and experiences, in order to improve our chances of ultimately getting them to join our club.

Armed with the names and contact details of a number of potential new members, we moved to **Step 4 (Getting them to join)** by interacting with them in a manner we hoped would stimulate their interest and encourage them to join. These interactions have been via:

- Carefully structured membership information evenings (similar to those conducted by the RC of Yass). We have conducted three such evenings to date; one on April 5<sup>th</sup> 2016 when we had 88 potential new members attend, the second on April 4<sup>th</sup> 2017 when we had 65 attend and another small function, for those who were unable to attend earlier evenings, on June 1<sup>st</sup> 2017 when 23 came along. At each evening, we spoke briefly about Rotary International and our own club and had a couple of our younger members talk about their Rotary experiences and what they enjoyed about being a member of our Club. We provided drinks and nibbles, kept speeches to a minimum and allocated as much time as possible for informal discussions.
- Informative sections on our website and social media sites. These sections are very much a work in progress and will ultimately contain selected videos, some taken from our membership information evening presentations.

Following the initial contact at the membership information evenings or via the website and social media platforms, we continue to interact with the potential new members by:

- Emailing them copies of our weekly bulletin for up to 8 weeks;
- Inviting them to be our guest at one of our regular weekly luncheon meetings;
- Asking them to join us on one of our community projects and or club events;
- Following them up on a one to one basis.

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Then once a person has decided to join our club we move into **Step 5 (Welcoming and Retaining them)** by showing interest in them and make them feel welcome and involved. Because we are such a large club, we tend to do this by:

- Acknowledging them at meetings and functions whenever we can;
- Asking them what they would like to do in the club and listening to their answers;
- Getting them involved on committees and fellowship groups as soon as possible;
- Using mentors to support them, help them assimilate and monitor their involvement;
- Linking them to other members with similar interests & backgrounds through the profiles;
- Inviting them to regular “new members’ fireside chat” sessions where they link with other new members and share their views and opinions;
- Inviting them to talk about themselves at one of our monthly social evenings.

These are the five steps which underpin our approach and put a structure to what we have and continue to do in addressing membership issues at RCA. While the membership information evenings (commonly referred to as the Yass model) are an important part of our process, holding these evenings in isolation is not necessarily going to attract and retain a significant number of new members. We believe it is the collective effect of all the activities we have conducted under each of these five steps that has provided us with our desired outcomes. The steps are not mutually exclusive, there is overlap and some of the activities under different steps can be conducted at the same time. In fact, as you can see by us already having conducted three membership information evenings, the activities under steps 3, 4 and 5 are regularly being repeated.

The specific activities implemented by the RCA under each of these 5 Steps may or may not be relevant in other clubs but we believe the processes we have worked through, our five steps, are generic and should form the basis of the approach in any club wanting to turn around their declining membership and secure their future; but, it is not a quick and easy process. Don't expect to do it in a few weeks, this approach could take 18 – 24 months because unless you get the acceptance and commitment of all your members, unless you ensure you have attractive and interesting meetings, projects and activities and unless you target the right people and then nurture, mentor, involve and support them when they decide to join, you will not get very far. It is the collective effect of working through all these five steps which will bring about the necessary cultural change within the club and lead to a positive impact on your membership demographics.

## “3 TIPS FOR USING SOCIAL MEDIA TO CREATE A BUZZ”

*Rotary Voices, Posted on July 13, 2017*

*By Evan Burrell, Rotary Club of Turramurra, NSW*

I'm sure your club puts a lot of effort into planning events like fundraising dinners, charity golf days, car shows, and changeovers ceremonies. You probably focus right down to the smallest detail. So why not put that much effort into promoting your event on social media?

Social media is a powerful tool for gaining exposure. But just like all the other necessary arrangements, getting good results takes a bit of preparation. Here are three tips for developing a social media strategy for your next event.

### 1. Create one unified hashtag for use across all social channels



By using an event-specific hashtag, you'll make it easy for people to find not only what you're sharing, but what other people are saying, too!

Recently, at the 2017 Rotary International Convention in Atlanta, Georgia, USA, the hashtag #Rotary17 allowed attendees to participate in an engaging conversation with fellow attendees and to see what everyone else was up to just by clicking the hashtag.

### 2. Share visual content

A lot of work goes into pulling off a fantastic event. Capture that effort with photos and share it, so people can see how you're pulling everything together. Posting photos and videos is a great way to generate some buzz and boost engagement.

### 3. Get everyone involved with it

Think about all the people who will be there as part of the event and pull them into the conversation. For example, if you're running a food and wine festival, include the stallholders and vendors in your posts and get them to post. If it's a district conference, engage the speakers and sponsors, and even event staff.

Tell attendees to tweet and post about the event using your event-specific hashtag. Every little bit helps when it comes to getting the exposure your event deserves.

The beauty of social media is that it is a conversation, so let's keep talking about Rotary!

Learn about [Rotary International's social media presence](#).



*Evan Burrell using social media to create a buzz*

# "TOP 12 MEMBERSHIP DEVELOPMENT RESOURCES"

*Article by District 9630 Membership Director Tim Keeler, provided by ARC PDG Wendy Scarlett  
Article republished as the links didn't work in last month's edition of this Newsletter.*

## 1. 'Rotary Basics'

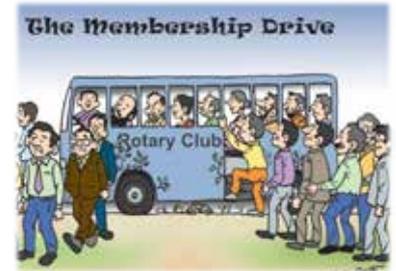
This colourful, 8 pages 'glossy' brochure, produced by RI, outlines Rotary and its many projects. Great for prospective and new members. It also comes in a snappy multi-media version, just perfect as a link on a club website. Free download from RI website, click [here](#).

## 2. 'Membership Development Resource Guide'

Despite its 32 pages, this is an easy to read guide for clubs wishing to get serious about membership development and growth. It's ideally suited for Presidents, Boards and Membership Chairs/Directors who are responsible for membership strategy. Available for free download from the RI website, click [here](#).

## 3. 'Club Assessment Tools'

Not sure how your club is travelling? RI's Club Assessment Tools are a great starting point, and a companion to the 'Membership Development Resource Guide'. The tools provide 'survey like' resources which clubs can use and adapt to assess things like member satisfaction, club diversity and classification diversity. It even contains an survey for resigning members. Again, great for use by Presidents, Boards and Membership Chairs – at club or even district level. Available for purchase or free download by clicking [here](#).



## 4. 'Membership resources for Rotary clubs and districts'

This one is actually a webpage – a 'one stop shop' for all RI's membership materials. So, if you're not sure what you're looking for, this is a great place to start. It also has fantastic, up to date membership data – just perfect as a filler in a club bulletin! Find the site by clicking [here](#).

## 5. '101 strategies for recruiting and retaining members'

This little classic contains 101 tried and true techniques for recruiting and retaining members. It was written by Rotarians in District 9780 Australia, and is a great place to go when you've just run out of ideas, or you think you've tried everything. The PDF version is available free from the Rotary 9780 website, click [here](#).

## 6. 'Empower your Rotary Club with RI Resources for Membership Development'

We might be cheating a bit here – this one's really a quick and easy summary of all the RI publications and resources for membership and club development. It lists the resources, price and availability – and covers everything you could want from attracting new members, to retention, to revitalising your club, to great Rotary projects. Definitely worth a look: click [here](#) and [here](#).

## 7. 'Rotary On The Move' Newsletter

Where would we be without this little gem, the monthly Newsletter (except for January) is jam packed with ideas on membership development, retention and growth. Subscribe by emailing the editor [Issa Shalhoub](mailto:Issa.Shalhoub).

## 8. 'Membership Minute'

RI produces a regular membership newsletter. It's a handy email newsletter, containing membership development ideas, tips and tools. It regularly features the latest Rotary research, strategies to attract prospective memberships, and tips to retain existing members. It provides a great international perspective on Rotary. Subscribe via 'My Rotary' on the RI website, or contact them at [membership.minute@rotary.org](mailto:membership.minute@rotary.org).

## 9. 'ABCs of Rotary'

This brochure, available from RI's shop online, is a compilation of short, easy to read and informative articles about Rotary history and projects. Particularly suitable for prospective and new members, or even the older members! Order by clicking [here](#) or download by clicking [here](#).

## 10. Rotary Video Magazine

This one is a little different, but a perfect filler for meetings, conferences and other events. Rotary Video Magazine contains short, professionally produced, video presentations about a host of Rotary projects across all areas of service. Great to introduce new and existing members to the amazing impact of Rotary across the world. View and download now by clicking: <https://vimeo.com/rotary> and <https://www.youtube.com/user/RotaryInternational> and <https://my.rotary.org/en/news-media/magazines>

## 11. Guest Speakers

Your district may have a number of talented speakers who are able to attend clubs and work through Membership ideas.

## 12. Webinars Recordings.

The initiative of Jesse Harman, Zone 8 Membership Director. Each webinar features guest panellists with direct experience, as well as a host of useful ideas and tips for Rotarians. Webinars last forty minutes and are recorded for wider distribution. For a list of past webinar recordings, please refer to page 5 of the [June 2017 edition](#) of this Newsletter.

# "WHY OUR SERVICE ORGANIZATIONS ARE DYING AND HOW TO FIX THEM" Part 1

*This essay was written by a member of the [Rotary Club of Oregon City](#), Michael Brand who has been an entrepreneur, motivational speaker, and human services activist for decades. Article written 18 June 2016. Michael was a Rotary Ambassador Scholar and spent 1994 at University of Queensland in Brisbane.*



*"I have unashamedly lifted (with the author's permission) this from a Facebook post to share with those Rotarians who did not see it. I have cut it back and happy to send to those that wish. I believe it nails some key issues that Rotary Clubs in Australia and NZ need to address and now!" RC PDG Tim Moore.*

"Nothing more American than a service club. [Rotary](#), [Lions](#), [Kiwanis](#), [IOOF](#), [Altrusa](#), [Shriners](#)..... Frenchman Alexis de Tocqueville rode all over the United States in the 1830s and was struck by the influence of religious, fraternal and civic organizations, and secret societies, on American democracy and concluded that **they made communities stronger, more interesting, and more engaged.**

But there are some reason for concern. All of these service clubs, once the backbone of community life in America, have been in significant decline over the past 2-3 decades. It is not that our clubs have changed. America has changed.

## Declining Social Capital

In his 2000 book, "[Bowling Alone: The Collapse and Revival of American Community](#)," Robert Putnam documented that attending club meetings, such as those held by Rotary and Kiwanis groups, has **declined by 58 percent in the period 1975-2000**. This trend continued and even accelerated in the 21st century. Putnam notes it's part of an overall trend by Americans who also have 43 percent fewer family dinners. Thirty-five percent fewer of us have friends who drop in to see us at our homes.

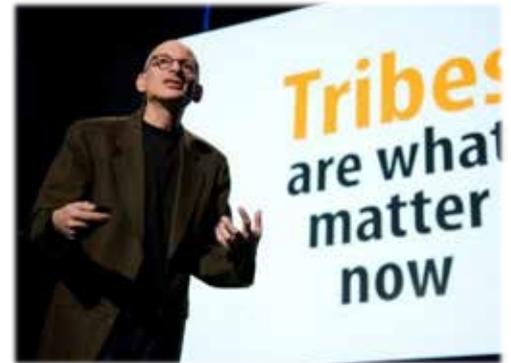
Pick an organization and the numbers are telling. In the past two decades Rotary down 20%, Jaycees down 64%, Masons down 76%. Recalling de Tocqueville's observation about the role our clubs play in a civil society, this decline represents a tangible loss to community. The question remains, **'Where do we go from here?'**



Since most service club leaders are in office but for one year, they shoot for short term quick fixes such as a membership drive. However, **for most of our service clubs the issue is not recruitment but retention.**

## Think Tribes, Not Community

The classic definition of community is associated with a physical place, hence many of our service clubs are branded with a 'place' such as *Jamestown Lions Club*. But emerging generations of Americans now define community by their affinities: the *gay* community or the *tech* community. Even college alumni groups now tout themselves like independent countries such as *Spartan Nation* at Michigan State University.



*Seth Godin's TED Talk Explains Why Creating Tribes Matters*

[Seth Godin](#) is an entrepreneur who ruminates on marketing in the digital age. Author of several best-selling books, Godin argues that **digital life has ended traditional mass communication and replaced it with an ancient human social unit, *The Tribe***. These are groupings of people founded on shared ideas and values. As such, tribes give ordinary people the power to lead and make big change.

In the new world, **what people desire most is an opportunity to connect with one another**. People like bonding with other people. It's human nature. If we create opportunities for people to connect, they'll open up and feel more comfortable. As they do, they'll invite us into their lives and will introduce us to their friends. Then their friends become our family, our tribe. One by one we rebuild our clubs.

The data is so overwhelmingly convincing. One half of charitable giving in the United States is not driven by what people care about, it is driven by what their friends and family care about. Consider the charity walk or bike ride. Most of those involved have little driving passion for the issue at hand, but join up to walk as part of a team organized by a friend or family member. It's their community. **The service clubs which will thrive in this new era are the ones who build out their tribe.**

**Part 2 will be published next month.**

# "A VISIT TO SNOW-BOUND PETERSBURG RC"

Two articles on this page by Tony Thomas, [Rotary Club of Central Melbourne](#)

Dorothy Gilmour of [Melbourne RC](#) attended a club meeting with a difference – [St Petersburg RC](#) on a moored boat on the River Neva in a snowstorm. She thought she was just a guest but was then asked to speak for 40 minutes about her club's projects, via a translator. Luckily, she had done her homework on Melbourne RC projects while earlier visiting clubs in Reykjavik, Iceland, and Women in Rotary in Helsinki, Finland.



"The cabbie dropped me off on the freezing river verge and all I could see through the snow were old boats with not a light showing. With no-one to ask directions, eventually I found a boat with a small restaurant sign. I teetered down a rustic swinging gangplank and pushed open the door in the dark. A waiter said nothing but pointed up some stairs. I went up and found a huge empty space with a table at the far end with president-elect Liudmilla Adamovich, a tourist operator.



"Soon about 20 people arrived and welcomed me with handshakes."

Members were intrigued by Melbourne RC's involvement with the Lifeline phone service, asking, "Who would use such a telephone service?" They also seemed amazed at the problems in Australia of family violence and suicide, asking why religious people would take their own life. On trachoma, they asked, "If there is running water, why isn't it used for washing?"

The meeting finished with hand kissing, hugs and comments, "This was the very best meeting ever!"

St Petersburg RC is a recent sister-club of Melbourne RC. It has 33 members, including three women. The medium age is 55. The club lacked funds to complete its projects for public wheelchair-friendly accesses and palliative care for children. When told about our Very Special Kids program, they were keen to get Melbourne collaboration on a children's hospice and a Lifeline project.

Dorothy says there are three Rotary clubs in St Petersburg. The main club was instigated by RI director Frank Devlin and past RI president Hugh Archer, who began the process in 1989-90 of getting Russian government approval. The [Rotary Club of Moscow](#) was first and Leningrad (later Petersburg) RC followed in October 1990. Its 40 projects since have focused on child health, including open-heart equipment for new-borns.

## "INKED WITH ROTARY FOR LIFE"

Justine Murphy, 2016-17 President of Rotary Club of Central Melbourne, has testified her pride in Rotary by getting the Rotary emblems tattooed on her wrist. The tattoo, in yellow and blue, is about 4cm round, and features the Rotary Wheel in the form of a stylised flower signifying the growth she has experienced through Rotary. The flower incorporates a blue 'stone' representing the Paul Harris recognitions she has received from her Club and District.

"At induction, Rotarians are told to wear their badge with pride," she explains. "There's no stronger representation of my pride in being a Rotarian than a tattoo. It's permanently and visibly inked on me."

Justine 48, got the idea during a presidential year which she says was a joy – and in which the club inducted 15 new members.

"As I was preparing my annual report, I realised I'd been with Rotary and the club for ten years - a third of my adult life. I've learnt so much about leadership and community spirit, and I've transferred it to my career. Just surround yourself with people who are better than you, and success is easy.

"Once I made the tattoo decision I needed to find the right artist. I found the amazing Gili who has mastered the art of tattooing by hand, dot-by-dot with no tattoo gun. I gave his partner Lindi my Rotary badges and explained why I wanted the tattoo and what Rotary means to me. Then I trusted them to come up with a design. I didn't even see it before I went in to get it done. Their outcome was something I never expected and it's perfect."

Justine describes herself as 'a simple girl'. The club members love her spontaneity, authenticity and enthusiasm. Her determination blazed through when she ran a 100km ultra-marathon two years ago, and earlier participated in endurance kayaking and mountain biking events.



### SHARE YOUR CLUB OR DISTRICT SERVICE PROJECT AND MEMBERSHIP BEST PRACTICES.

We would like to hear from Clubs or Districts telling us what they have done. Please include a summary, contact details, a couple of captioned photos, and email to [Issa Shalhoub](#), this Newsletter's editor.

We also would like readers to share their experiences and stories on Best Practices in their Clubs and what has worked for their Clubs in gaining new members and also what has helped in keeping members.

## "MEET ARC WENDY SCARLETT"

Wendy joined the [Rotary Club of Tweed Heads South](#) in 1999 and has served in many roles in the club including President, Foundation Chair and 4 years as Treasurer. At District level, she has served for 11 years on GSE (Group Study Exchange) committee, two years as Assistant Governor, two years as Matching Grants Co-ordinator, District Governor in 2014-15 and is currently District Trainer in District [9640](#) from 2015 -18.



Wendy and Charles have enjoyed the fellowship of Rotarians having been part of Rotary Friendship Exchanges to UK, North Carolina, Taiwan and New England area of USA. Having participated in National Immunisation Day in India she saw firsthand why we have to finish this Polio Eradication program.

As a Certified Financial Planner Wendy ran her own business for 23 years before retiring in 2012. She has three daughters, is married to Charles who has two daughters.

Outside of Rotary Wendy is a tenor in Voice Weavers Acappella Choir, enjoys gardening and caravanning.

Wendy has been appointed Assistant Rotary Co-ordinator from 2016-18 for Districts [9600](#), [9630](#) and [9640](#) in southern Queensland and northern New South Wales.

## "MEET ARC CHARLIE SPEIRS"

Charlie's Rotary journey started as an inaugural member of the Traralgon Interact Club in his last 2 years at Secondary School in Traralgon and he re engaged with Rotary in 2000 has been a Rotarian since. Charlie has a long history of community activities through his local Church and sporting interests. He is a past Deputy Chair of the faith-based social welfare organization, Baptist Community Care and served for 23 years as Secretary of Traralgon Baptist Church.



He has held most roles within the [Rotary Club of Traralgon](#) and was Club President in 2008-09 during which time he held his first District position within the Bushfire Relief Committee formed after the Black Saturday fires of that year. Following a couple of years as the District Vocational Advisor he was elected to the position of District Governor Nominee and has just completed his journey to "Light Up Rotary" as a District Governor (2014-15) and now moves onto the role of District trainer.

Charlie is a retired Civil Engineer that has spent his career in the Mining sector and held leadership roles in his employment and industry associations. A member of the Australasian Institute of Mining and Metallurgy, he has also served as President of the Gippsland branch of the Australian Institute of Management and Chairman of the Minerals Council of Australia (Victorian Division).

In his leisure time, he enjoys hobby farming, travel and has a keen interest in most sports. He and Janne (also a Rotarian, PP and currently a DGN) have been married for over 44 years and are fortunate to have their two married daughters and five grandchildren living within twenty minutes which allows for lots of "Grandpa duties".

All past editions of the "Rotary on the Move" Newsletter can be accessed by clicking [HERE](#)

If you wish to receive an electronic copy of this Newsletter, or you know of someone who would like to receive one, please email the editor; Issa Shalhoub [shalhoubissa@shoal.net.au](mailto:shalhoubissa@shoal.net.au)

## ROTARY COORDINATORS TEAM 2017 - 18 ZONES 8 AND 7B

**Zone 8;** Australia, Papua New Guinea, Solomon Islands, Timor Leste and Nauru.

**Zone 7B;** New Zealand, New Caledonia, Norfolk Island, Vanuatu, American Samoa, Cook Islands, Fiji, French Polynesia, Kiribati, Tonga and Samoa.

**RI DIRECTOR ZONE 7 AND 8  
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