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"DIVERSITY – KODACHROME"

Article by RC PDG John Prendergast



Nowadays in Rotary we hear – and talk – a lot about the need for diversity in our membership. Our communities are increasingly diverse, and our Rotary Clubs should reflect our communities; therefore, our Rotary Clubs should be diverse.

Shouldn't they?

So, what does diversity look like? And how are we doing?

I went to my trusty dictionaries to find out exactly what diversity means. The Collins Dictionary defines diversity as, **quality of being different or varied; range of difference.**

And according to the Merriam Webster Dictionary, diversity is

1: the condition of having or being composed of differing elements, especially the inclusion of different types of people (such as people of different races or cultures) in a group or organization

2: being composed of differing elements or qualities: a diversity of opinion

I've certainly observed a lot of diversity of opinion in our Rotary Clubs, and that's what you want. But diversity of colour? – not so much. Of course, diversity in Rotary doesn't only mean diversity of race – gender and age diversification amongst others are also critically important. But let's focus for now on diversity of race.

If I look across our Clubs, sadly I don't see many brown faces. Where are all our indigenous Rotarians? In New Zealand how many Maori Rotarians have we got? Maori make up around 15% of New Zealand's population, which means that were our Clubs' reflective of that proportion, 1,230 of our 8,200 Rotarians would be Maori. And in Australia 3.3% of the population is Aboriginal, which would equate to 950 of the 28,500 Rotarians in Australia.

Have we got 1,230 Maori and 950 Aboriginal Rotarians? I don't think so. In reality I would suggest we'd be lucky if we had 230 Maori, and 50 Aboriginal, as members of our Clubs.

Rotarian Brent Rosenthal is the Rotary Coordinator for Zone 30 in the USA – known as "The Heart of America", the Zone covers Indiana and Ohio in the north, and then heads down through Kentucky, and also takes in states in the American South of Tennessee, parts of Mississippi, and Alabama. In recent times several of these parts of The Heart of America have been embroiled in racial tension and conflict.

So, it was topical, and possibly quite brave, that Brent recently offered a webinar on the topic "**Bridging The Rotary Racial Divide**". The webinar talked about Rotary in the States being "monochromatic" i.e. only of one colour. Among other ideas, Brent's webinar highlighted the need to be **intentional** about seeking greater diversity.

Why should we embrace diversity? Well quite apart from the rich reservoir of potential members that we might find if we intentionally go looking, diversity brings with it a range of different world views, which brings different sets of eyes and minds with which to identify and solve the challenges present in our communities today.

We can either stick with our current monochrome Rotary, or perhaps we might listen to Paul Simon, and go for kodachrome instead?

"ENGAGING YOUR COMMUNITY THIS HOLIDAY SEASON"

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



As the holiday season approaches, many clubs are planning fabulous parties and celebrations to offer special occasions to engage in fellowship. This time of year can often bring out the best in people—they're warmer, more hopeful, and more appreciative. And while this season is filled with kindness and giving, it's also an opportunity for inclusivity.

- For the members you haven't seen in while (the ones starting to disengage from the club), are you expressing your interest in how they've been and that you look forward to catching up at your party?
- For the Rotaractors, Youth Exchange students and their host parents, and Rotary Alumni, is your club making an effort to include them in upcoming celebrations or planning to connect with them in another meaningful way this season?
- For your community, have you done a recent community assessment to see what the largest needs are and how your club might help? Is your club spreading cheer and awareness about what Rotary is and how they can become a person of action?

I hope that if you haven't already, that you make time to seize this opportunity to build better connections both within and outside of your club. Need help with ideas or want to share what your club is planning? Join the conversation in the Membership Best Practices Discussion Group on My Rotary by clicking [here](#)!

Additionally, here are a few discussion threads that may be helpful, too!

- Best Practices in Membership – click [here](#)
- Recruiting and retaining members – click [here](#)
- Best way to retain the members – click [here](#)

Lastly, I want to wish you and yours a very, merry holiday season. Cheers!

"BUILDING IN FLEXIBILITY"

**Article by Bob Wallace, Zone 24 East Rotary Coordinator
From *Beyond Borders, the Newsletter of Zones 24 & 32, October 2017***

Who mandated that every club meeting needs to include a speaker and a meal? And that community service can only be done outside club meetings? That "rule" probably never existed anyway, and with the flexibility permitted in the last Council on Legislation, many clubs are experimenting with different models.

A great example is [Port Hope RC](#) in District 7070. Faced with declining membership, the club took the message of flexibility to heart and changed its meeting schedule drastically beginning with the new Rotary year in 2016.

Club members continue to meet each week, but not over dinner! Yes, the club continues to have one "conventional" meeting each month, complete with a speaker, but has changed the other weekly meetings. The club now schedules one social event, one hands-on project, and one session devoted to committee meetings each month.

And the results are already showing: In just over one year, the club's downward membership trend turned around and already, the club has grown from 25 to 35 members.

What are these meetings like? The "conventional" meeting is straightforward. The social events have included ball games, bowling, theatre nights and excursions to local restaurants, and spouses and partners are of course invited. The hands-on projects have included cleaning the local beach, painting the walls and shelves at the food bank (BYOB, bring your own brush), giving out the Christmas hampers along with the Salvation Army and cooking dinner for some in need in the community. The committee meetings usually are held in someone's home where planning or committee work can take place.



Just a "regular" meeting at Port Hope RC, Club members build "little libraries" during their weekly time together.

All of these events have increased the social activities of the club, which means that the Rotarians have gotten to know other members of the club better — all while making a difference in their community. As an added bonus, the new format has reduced club costs: Not all meetings include meals and many do not require hall rental.

The example of Port Hope is one that we can all think about. The focus must always be on coming up with meeting formats that are most meaningful to club members.

Club innovation: "A YOUNG CLUB SHOWS THE DRIVE TO THRIVE"

The Rotary Club of Bentley Cheshire, England, began as a satellite club made up of Bentley Motors employees.

RI Rotary weekly, October 2017

In 2015, Mike Constable, then president-elect of the [Rotary Club of Crewe & Nantwich Weaver](#), started thinking about satellite clubs. Around the same time, club President Mark Schofield and Past President Peter Saunders were working to grant honorary membership to Wolfgang Dürheimer, the CEO of Bentley Motors, a major local employer.

Here was an opportunity: Bentley has a diverse, energetic workforce from around the globe. Dürheimer liked the idea that employees could get involved with the Rotary club and become part of the local community. A team from Crewe & Nantwich Weaver began setting up a satellite club, coordinating with Bentley.

Knowing that the Council on Legislation was reviewing membership and meeting rules, Constable and the team gave the satellite club a relaxed set of rules. Members record their hours volunteering and attending club meetings so that their total contribution of time is recognized. After meeting as a satellite for over a year, the [Rotary Club of Bentley Cheshire](#) was chartered in May. The membership is largely but not exclusively made up of Bentley employees and represents nine nationalities.

The meetings are very efficient and focused, alternating between a meeting room at Bentley and local pubs and restaurants. "We do not charge for meals or drinks as we don't always have meals and drinks," explains club Secretary Sarah Newcombe. "We have our meeting first, then the ones who wish to stay for food do and the others can either stay and just have a drink or can go home. I liken it to a pay-as-you-go phone rather than a contract you are tied into."



At the Family Fun Day, club members and kids made clay animals.



Rotary Club of Bentley Cheshire, England

Members: 25

Youngest member: 24 Oldest member: 62 Average age: 43

History: The club started as a satellite of the Rotary Club of Crewe & Nantwich Weaver. Since then, it has supported 38 local service projects such as improving a hospital cancer unit's garden and running a Family Fun Day to raise funds for a local charity.

The club carefully tracks members' financial contribution and participation in projects. In 2016-17, it recorded over 1,000 hours of service.

Activities reflect the members' creative energy. In July, a team including both club members and non-members tackled the National Three Peaks Challenge. The team climbed Ben Nevis in Scotland, Scafell Pike in England, and Snowdon in Wales, all within 24 hours. The challenge raised funds for Hope House, a children's hospice, and the club hopes it will also be a recruiting tool to get those non-members on the team to join.

And in November, the club will host the Snow Ball, with UK Björn, an Abba tribute band, getting people out on the dance floor. Conveniently enough, the band manager and lead guitarist, Steve Robinson, works at Bentley. Other ideas for events include a treasure hunt by car and a Rotary's Got Talent contest.

Newcombe notes that, in keeping with the club's origin story, its leaders are focused on growth. "Club President Elena Comis and I have 'Rotary date night' each Tuesday where the pair of us will discuss ideas to increase membership and suggest ideas that we can then present to the team at one of our meetings."

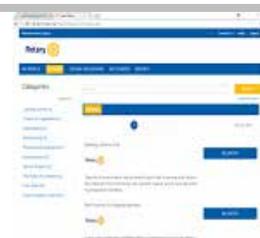
What is your club doing to reinvent itself?

"NEW MEMBERSHIP COURSES"

Visit the [Learning Center](#) to explore ways to tackle membership challenges.

Learn how to connect better with new members, clear up the mystery of member leads, and more. Our interactive courses give you realistic activities and scenarios that allow you to experience different results based on your choices.

Need to Sign In to My Rotary.



"THE SECRET SAUCE TO ROTARY GROWTH IN LA CROSSE"

From Rotary Voices, posted on September 6, 2017

Article by William Pritchard, Rotary Club of La Crosse-After Hours, Wisconsin, USA

In La Crosse, Wisconsin, and neighboring communities, we have a high number of Rotary members and clubs for our relatively small population. There are eight clubs and 500 members for a population of less than 80,000. We are well-known in our community for the things we do, from planting trees and gardens, to building parks and playgrounds. But what truly makes Rotary special in the area is our ability and interest to work together – to keep the “walls” between clubs very low so it is easy to “step over” and work together on projects.

Some attribute this unique quality to the downtown club, which opened its arms to all the other area clubs to make its Foundation an area wide collaboration with representation from all clubs. Others point to community leadership that has developed projects like Kids Coulee, iFeed, and Rotary Lights that are larger than any single club. But whatever the secret sauce, Rotary clubs around La Crosse collaborate and work together in a Rotary Community kind of way.

STAR program

One of the ingredients is surely our method of bringing all our new members together for a shared education on the basics of Rotary. Each club maintains its own orientation to address traditions and functions. But every-other-month, all the new members in the eight-club area join together for a breakfast to learn Rotary 101. Our Specialized Training for Action in Rotary (STAR) program is a six-course curriculum that allows members to step in at any point during the year and pick it up quickly.

- In July, all new members learn about the Rotary Year and theme, Rotary.org, a history of Rotary in the La Crosse region, and service opportunities.
- In September, participants dive into club service, the structure of [Rotary clubs](#), and a look at districts.
- In November, they learn about [The Rotary Foundation](#), our local foundation, [annual giving](#), and legacy giving.
- In January, we review the service projects in our community and how they can get involved.
- March's class teaches then about [Youth Exchange](#), [Friendship Exchange](#), Vocational Training Teams, and area International Service projects.
- And in May we focus on vocational service, [RYLA](#), and other area initiatives.

New members attend at no cost, their clubs are only charged the cost of the breakfast. At the end of the cycle, STAR program graduates are asked to give their classification talk at their home club and join a minimum of two committees with their home club. They are also offered the opportunity to transfer to a different area club if they desire.

Opting to transfer

A surprising number of our program graduates take advantage of this opportunity. They may have been asked to join a particular club by a friend. But in learning about all the other clubs and what they are doing, they find a different club's focus speaks more directly to their passions. This single provision has significantly helped us collectively keep new members.

La Crosse Area Rotary clubs have created a special place where the clubs work collectively – tearing down the walls that separate – to make our communities a better place.

Give new members [Rotary Basics](#), a comprehensive overview of Rotary, or [order a copy](#) for club reference. Find other [membership materials](#).



Members of the Rotary Club of Lacrosse-After Hours mug for the camera during a recent service event.

"PRESIDENTIAL MESSAGE"

From RI President Ian Riseley's November Message

"It is an incredibly effective model that we have here in Rotary, one that no other organization can match. We are completely local and completely global: We have local skills, connections, and knowledge in over 35,000 clubs, in nearly every country of the world. We have a deserved reputation for transparency, effectiveness, and good business practices, and because we are highly skilled professionals as well as volunteers, we achieve a level of efficiency that very few other organizations can approach".

"ENGAGING MODERN VOLUNTEERS: HOW YOU CAN STRENGTHEN YOUR CLUB"

In this webinar, Presenter Jessie Harman will outline the changing landscape for volunteering, and what you can do to strengthen your club. This webinar is a must for anyone keen to ensure their club can successfully attract and retain volunteers now and in the future.

Time; **Dec 3, 2017 10:00 AM** in Perth.

Click [HERE](#) for the webinar's registration

*About the speaker: Jessie Harman
Pro Vice Chancellor (International and Partnerships)
@Federation University, Australia.*

Jessie has been a Rotarian for seventeen years and was district governor in 2010-11. She has served as Rotary coordinator and project lead for the Regional Membership Plan. She was a training leader and is presently the seminar trainer at Rotary's International Assembly.



"ROTARY BACKS EPIC MELBOURNE-CANBERRA WALK"

Article by Tony Thomas, Rotary Club of Central Melbourne

Rotary clubs from Melbourne to Canberra backed the 703km walk by the Salvation Army's Major Brendan Nottle recently.

His epic 40-day walk to Canberra via the Snowys, which began on September 8, raised national political and community awareness about the homeless. It culminated in a meeting with Prime Minister Turnbull and Melbourne's Lord Mayor Robert Doyle AC, who describes Brendan as 'an urban saint'.

Brendan spelt out the need for a bi-partisan national strategy on homelessness, as he did with community leaders at all towns he visited along the route.

On his last lap from the old to new Parliament House, he was accompanied by Opposition Leader Bill Shorten, Minister for Human Services Alan Tudge and Adam Bandt (Greens MHR).

His arrival got heavy media coverage including evening news on three TV channels. The walk also raised \$130,000, easily beating the \$100,000 target.

The Rotary Club of Melbourne coordinated Rotary clubs along the route and in Canberra. The Appin Park Club at Wangaratta hosted Brendan to an evening barbecue in a log cabin. He became guest speaker for the Batlow Club's weekly meeting, also attended by the Tumut Club President and District 9710 leaders. Then in Canberra Brendan was guest at the weekly meetings of the Canberra East and Weston Creek clubs.

During the walk he slept in an accompanying campervan. Tobin Brothers provided a car and driver travelling ahead to warn oncoming motorists. Many other groups, from unions to commercial businesses and sports clubs, backed his walk.

Brendan says, "When you scratch beneath the surface you see people who've experienced absolute hell in their life. I get inspired by their incredible resilience in the face of huge issues - serious mental health issues, horrific abuse and trauma that's been evident in their life for years - and yet they keep going. That's the remarkable thing. Their stories put my challenges into perspective."

Brendan leads the Salvo's Project 614 in Melbourne, a team that works with the homeless, those with mental and addiction issues, and others suffering from social poverty. They interact daily with people from 9 to 93.



Brendan gives a thumb up on reaching Parliament House



"WHAT'S NEW"

from Rotary Leader, Vol 8. Issue 2

Rotary Basics:

This comprehensive guide, now available on My Rotary and [on Shop](#), covers everything from how Rotary began to how you can optimize your member experience. Available in multiple languages, the guide is a great resource for new members and for clubs.

Register for a My Rotary account:

This will give you a customized online experience and easy access to a range of tools. With it, you can also view club information and the latest news and announcements from around the Rotary world.

Learn how to [create a My Rotary account](#). After you've created one, use it to [see and manage your membership leads](#).

CLUB INNOVATION:

“HYBRID CLUB OFFERS ONLINE OPTIONS”

The Rotary Club of Stone Mountain, Georgia, USA, merges features of brick-and-mortar clubs with e-clubs.

From *'The Rotarian'* September 2017

The [Rotary Club of Stone Mountain](#) in Georgia, USA, was facing a common problem: The membership was aging, and the club struggled to attract younger members. “When you recruit, it ends up being people like you, people in the same neighborhoods and who do the same kinds of things,” notes immediate Past President Margie Kersey. “It’s a stretch for us to ask our older members to recruit people in their 40s.

As an alternate to the 2016 Council on Legislation, Kersey followed closely the discussion of changes to membership rules. “When I saw they had removed the barriers between e-clubs and regular clubs, I thought, we can be both.”



Club members load medical supplies bound for Nepal.



Rotary Club of Stone Mountain, Georgia, USA
Members: 42 History:
When it was founded in 1965, the club was known as the Rotary Club of East DeKalb and chartered with 29 members. It changed its name to Stone Mountain in 1981. The club is involved in programs including AIDS awareness, Teacher Appreciation Day, immunization clinics, bell-ringing for the Salvation Army, and park cleanup and beautification. It also partners with other clubs on international projects addressing clean water and literacy.

The district was encouraging her to embrace the e-club model, but the club didn’t want to lose the fellowship of in-person meetings. The solution was to become a hybrid, preserving in-person meetings but making them available online. The club launched online meetings in February.

“We use an online video conferencing service,” explains Kersey. “Many members had already used video conferencing for business, so they knew the software. And with a camera on the computer or on the person’s phone, they can see you and you can see them.” The first meeting had two online attendees, and the number has climbed steadily. Now six to eight people attend online in any given week.

This new model made membership more manageable for some current members. “We have a real estate agent in the club who is very busy,” Kersey says. “Before hybrid, the meeting was hard for her. Now she can attend from wherever she is, using her smartphone. So it’s increasing overall attendance.”

And the club is seeing clear indications that this model will draw new members as well. “We have eight potential members, and the hybrid model is part of the appeal.” One potential member is a restaurateur who can’t leave his business during the lunch rush. Attending virtually would let him keep an eye on the restaurant and still participate.

This new model may even prove useful for older members who are contemplating moving for retirement. “They can continue to be members in Stone Mountain, even if they move to Florida,” notes Kersey.

Remaking the club meant rewriting its bylaws from the ground up. “We had to rethink many things,” recalls Kersey. “We put in a requirement for 18 hours of service a year.”

But they are flexible on how that requirement is fulfilled. “You could do service for a club near you”

She is convinced that Stone Mountain has found the way of the future. “I think most Rotary clubs will be hybrid eventually, with members attending in person and online.”

What is your club doing to reinvent itself?

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.

"MARK DANIEL MALONEY ON MEMBERSHIP"

Rotary Weekly, 13 October 2017.

Rotarian since 1980, Mark Daniel Maloney of the [Rotary Club of Decatur](#), Alabama, USA, is the selection of the Nominating Committee for President of Rotary International for 2019-20.



"The clubs are where Rotary happens," says Maloney, an attorney. He aims to support and strengthen clubs at the community level, preserve Rotary's culture as a service-oriented membership organization, and test new regional approaches for growth. "Although we must offer multiple club formats, I will be guided by the principle that we should preserve our club-based membership."

"With the eradication of polio, recognition for Rotary will be great and the opportunities will be many," he says. "We have the potential to become the global powerhouse for doing good."

"In Britain, Scandinavia, Australia, and North America, Rotary is not growing. As in Japan, leaders are confronting an aging population. In Asia, growth is positive, but some of their own leaders want more emphasis on quality. In Germany and other parts of Europe, the standing of Rotarians is high and growth is stable. A 'one size fits all' solution cannot produce the desired result. I believe we must have a permanent structure of Rotarians addressing the particular issues of that region. This structure must reach into the clubs with a formalized committee framework and action plan that is easy for Rotarians to implement."

"While focusing on women and the younger generation, such clubs must not forget to seek out the 'just retired' and experienced people into Rotary. Given the assured longevity of lives and aging profile in many countries today, this is an important segment that must not be ignored."

To learn more about Mark Daniel Maloney, read this [interview](#) and [vision statement](#) outlining his goals for Rotary.

*Season's Greetings
and best wishes,
from the Newsletter's Team*

The next issue of this Newsletter
will be published in February 2018.

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

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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.

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