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"WHY AND HOW TO HOST A ROTARY DAY"

Rotary News 1 July 2018

In an effort to increase membership and highlight Rotary's inspiring work, RI President Barry Rassin is urging clubs and districts to organize fun, informal community events called Rotary Days.

"Rotary Days events will offer you the chance to have an impact in your community, build long-term partnerships, increase interest in membership, and improve Rotary's image," Rassin said.

Any club, big or small, can host a Rotary Day. Neighboring clubs can pool their resources and co-host an event, and entire districts can come together for a large-scale Rotary Day.

"Imagine the collective impact we can have if all 35,000 Rotary, 10,000 Rotaract, and 22,000 Interact clubs engage their neighbors, friends, young people, and organizations," Rassin said.



For Tips for planning a Rotary Day, click [here](#).

Rotary Days 2018-19 brochure, click [here](#).

"PRESIDENTIAL MESSAGE"

Barry Rassin, RI President 2018-19

... Each of us came to Rotary because we had a longing – to have an impact, to make a difference, to be part of something larger than ourselves. That desire, that vision for a better world and our role in building it, is what drives us in Rotary. It's what made us become members, it's what motivates us to serve, and it's what led me to choose our theme for this Rotary year: *Be the Inspiration*.



NEW INTERACTIVE ONLINE MEMBERSHIP COURSES



From Rotary Weekly 20 July 2018, need to Sign in to My Rotary, then click [HERE](#)

"ATTRACT AND ENGAGE MEMBERS BY OFFERING PROFESSIONAL DEVELOPMENT"

From 'Membership Minute', April 2018

Looking for ideas to support your club's goals for cultivating future Rotary leaders? Consider improving members' skills with a professional development program. Use our [Leadership in Action](#) guide to explore creative ways to design and promote your course or program.

Discuss how your club can maximize the program's impact, such as by opening it to non-members to stir community interest. You can also discuss how to help other clubs start a similar program. Download the [Leadership in Action leader's guide](#) for the suggested curriculum.

"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 | +1-847-866-4480 | www.facebook.com/julie.aubry.rotary



Membership Resources: From Inspiration to Action

We're already a month into the new Rotary year – woohoo! I hope you and your club(s) are off to great start! But if things are a bit rocky, this might be a good time to look back at your goals or set your goals if you didn't have a chance to do that until now. Use your resources below to get started!

GET INSPIRED...with [Be a Vibrant Club](#). This quick guide for clubs features a thriving club and their story with strategies for enhancing your club's structure, activities, and even culture. Check out more vibrant clubs featured in other regional versions (all downloadable for free) at the [Rotary online shop](#).

ASSESS...with [Rotary Club Health Check!](#) Lead your club in taking this brief check-list assessment to reflect on the club experiment, members, service and socials, etc... Then, look at the prognosis and recommended prescriptions to help cure your ailments.

PLAN...with [Strengthening Your Membership!](#) This easy read can help your club create strategies for member engagement and attracting new members.

ACT... don't wait. Put your plan into action! Need help or guidance? Utilize your Assistant Rotary Coordinators (ARCs)! Rotary Coordinators (RCs) and their teams offer support and practical strategies to strengthen club membership and keep members engaged, while keeping your district's specific needs in mind. We're all here to support you, so please do not hesitate to reach out to us with questions or concerns about membership. Find contact information for your RC and ARC at the end of this newsletter.

New Club Development Webinar

When you charter a new club, you increase Rotary's capacity to improve lives in communities around the world. Chartering new clubs allows you to attract a more diverse membership, explore new ways to incorporate flexibility, pursue new project possibilities and hear ideas from new leaders. Join us for the webinar: **Building New Clubs Together** on Friday 10 August, 6:00-7:00am (AEST). [Click this link to register and see the webinar in your time zone.](#)

Register for this webinar, if you:

- Believe that adding a new Rotary club in your community will broaden your capacity for service
- Think a satellite club may allow more prospective members to engage with Rotary in your community
- Want tips on how to charter a Rotaract club, or encourage Rotaractors to start their own clubs

All registrants will receive a copy of the recording and slides.

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.

"THREE PRESENTATIONS"

Supplied by Kero O'Shea, [Membership Voice Coordinator](#), [Membership Director](#), [Rotary District 9465, WA](#)

The REQ Effect - Get the inside story from REQ Vice President and Past Membership Director Alex Truelove about the member experience team and process that underpins the amazing success of Rotary of Elizabeth Quay. A must for clubs wanting to improve member engagement and retention.

<https://www.facebook.com/RotaryMembershipVoice/videos/473399153070792/>

Kalamunda: The Making of a Rotaract Success Story - Listen in to hear from Assistant District Rotaract Rep Emma Wignell about the making of Kalamunda Rotaract (the biggest Rotaract club in WA) and what you can do to support your local Rotaract club. An inspiring and informative presentation.

<https://www.facebook.com/RotaryMembershipVoice/videos/477362356007805/>

Facebook 1.01 - You've been asking for more good Facebook learning opportunities and Applecross Rotary Brand & Story Lead Kate Zappa has stepped up to deliver! Watch this whether you want to take your page to the next level or just spruce things up a bit.

<https://www.facebook.com/RotaryMembershipVoice/videos/477390299338344/>

"MEMBERSHIP DEVELOPMENT: BUILD IT AND THEY WILL COME"

Article by ARC PDG Craig Edmonston



I was working as an Assistant Sergeant outside Gate 1 to the Air Canada Centre for the opening session of the Toronto convention. The crowd was building rapidly, waiting for the doors to open, when a couple of local middle-aged gentlemen squeezed past the crowd and stopped to speak to me. *"What is happening here?"* one asked. I said *"this in the Rotary International annual convention and there were over 25,000 Rotarians and partners here in Toronto."* The enquirer, looking around, quickly responded, *"no young people."* I had to agree, and my quick response was, *"Yes there are not as many young people as we would like".* They smiled, thanked me and moved on through the crush.

My mind was immediately fixed on the job at hand of getting everybody safely and efficiently into the stadium as soon as the doors were opened by security. However, the local gentleman's observation is now permanently stored in my memory.

I have been researching the subject of why people join organisations such as Rotary for some time now and watching the trend of falling membership in Australia and New Zealand. When I arrived back home I checked the end of year membership numbers, to find we have lost another 1,000 members and 22 clubs. This confirms my conclusion made in 2015, that all the good work and money being put into membership development is not working. We have been developing fire-fighting techniques when we should be developing fire prevention techniques. Something has to change. New and different ideas must be found and implemented if we wish to put this fire out.

The main problem is not recruitment, but retention. The key to retention is **"Intrinsic Reward"**. People of all ages and all backgrounds still wish to do good in their community. The motivation is **"Intrinsic Reward"**, the good feeling in the belly from helping someone less fortunate and in need.

The opportunity for members to experience **"Intrinsic Reward"** must be provided by Rotary Clubs if they wish to attract and retain new members. Modernising the meeting style and frequency, while important in the changing world, will not in itself attract and retain new members in the long term. This is a bit like rearranging the deck chairs.

At our recent D9570 conference Kaye Titmarsh told us that her research said the most important reason for young people to join Rotary is **"Action"**. I use the word **"Projects"** – same thing.

The second most important ingredient for success is to create a caring, fun loving and family friendly club culture. Members should leave every meeting with a smile on their face. Discussing the next catering event at every meeting is unlikely to achieve this. There is little **"Intrinsic Reward"** in constant fund raising in order to handout cheques to other organisations which then get the **"Intrinsic Reward"**.

I am sure that if clubs focus on **"projects"** or **"action"**, members will stay, and others will want to join. There is no doubt in my mind that Rotarians are at their absolute best when they are working on projects. We now find citizens are providing spontaneous responses almost daily, to address community needs or personal disasters, without the need to join a club, - no constitutions, no weekly meetings, no conferences – just getting stuck in and doing good.

I am also sure that upon creating an action focussed club with a caring, friendly and fun-loving culture, people of all ages, male or female, and with diverse backgrounds will want to join. We will not have to target particular community groups.

SO, WHAT DOES RESEARCH TELL US?

In 2015 I came across a book called "Drive" (The surprising truth about what motivates us) by Daniel H Pink. In dealing with the subject of "what motivates us", Pink refers to over 50 years of research leading to this statement - *"Too many organisations - not just companies, but governments and non-profits as well, still operate from assumptions about human potential and individual performance that are outdated, unexamined, and rooted more in folklore than in science. They continue to pursue practices such as short-term incentive plans and pay-for performance schemes, in the face of mounting evidence that such measures usually don't work and often do harm. Worse, those practices have infiltrated our schools, where we play our future workforce with iPads, cash and pizza coupons to incentivise them to learn. Something has gone wrong!!"*

Daniel Pink details the work of Edward Deci who, in the early 1970's at the University of Rochester, turned the accepted theory of 'Motivation 2' on its head. In 1975 Deci published his book titled **"Intrinsic Motivation"**.

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While Deci was booted out of the Business School for being so non-conformist, he was accepted into the Psychology School full time. In 1977 he formed a collaboration with Richard Ryan, who found his work compelling, and the pair became the most influential behavioural scientists of their generation. They continued to develop this new understanding and fashioned what they call “Self Determination Theory” (SDT).

“SDT begins with a notion of universal human ‘needs’. It argues that we have three innate psychological needs – competence, autonomy, and relatedness. When those needs are satisfied, we’re motivated, productive, and happy. When they’re thwarted, our motivation, productivity, and happiness plummet. Some things facilitate it. Some things undermine it”, Ryan explains. “Put another way, we’ve all got that third drive. It’s part of what it means to be human. But whether that aspect of our humanity emerges in our lives depends on whether the conditions around us support it.”

So maybe, just maybe, if we get the clubs right, they might come.

“WALK THE TALK”

Opinion article by PDG Euan Miller, D9520 Membership Chair

D9520 tried a new membership development strategy last year where it embedded its membership committee members into struggling clubs to help them transform the clubs to achieve growth.



Efforts in the past to tell clubs how to grow had proved unsuccessful with only one of two self-motivated clubs each year able to convert the “talk into walk” and the district as a whole continued a slow relentless membership decline. Frustrated with this ongoing endorsed RI approach, D9520 decided it was time for desperate measures.

18 clubs in the district had less than 20 members and it was considered these were at the greatest risk of handing back their charters. It was decided to target these first. At the same time the membership committee remained open to help larger clubs requesting help. A further 14 clubs asked for help.

Of the 18 small clubs, 12 decided to ask for help and a further three decided to take up the challenge alone and escape the under 20 members’ zone. As this was a new strategy it was decided not to pressure clubs to grow if they didn’t take up the offer of help.

To provide hands on help, to what turned out to be just over half the clubs in the district, provided a resourcing challenge but the outcomes were worth it. All but three of the small clubs grew with multiple member intakes and eight of the 14 larger clubs also sustained substantial growth. The outcomes would have been better but many of the clubs waited until the last quarter to finally ask for or accept help and the strategies put in place were too late to gain the expected traction.

The district ended up with +10 on 30 June –140 new members and 130 resignations. While this left the membership committee feeling a little flat, it is the first time that anybody can remember when the district actually stopped the annual drain of members. It is now confident the strategy has proved itself and will lead to stronger growth from now on.

The strategy was a simple one tried many times before but because membership committee members worked alongside the club, the process was driven hard! You can’t afford to lift the foot off the pedal if you want to convert interest into membership.

1. A Rotary Information Night (RIN) was held and pressure was applied on all members to bring a guest. Only around 10% of Rotarians normally introduce new members so this is quite a challenge to get everybody to do it. The aim is have as many guests as members at the RIN.
2. The RIN is held on the normal meeting day and time but not necessarily at that venue. It is a cocktail event with drinks and finger food for which the members pay their normal meal cost and the guests are free. It is advertised for an hour because potential members are time poor, but usually extends for 90 min. Every member is required to talk to each guest about the benefits of Rotary and three, 3 min speeches are given to the whole gathering about 3 aspects of Rotary service. A club brochure and application form is given to each guest and they are encouraged to apply on the night. Usually some do and guests comment favourably on the passion members show for ‘doing good in the world’ through Rotary. Another key factor that converts interest to membership.
3. All guests who show interest are invited to the next normal meeting of the club (which must be a good one to maintain the momentum). It doesn’t need to have a guest speaker – committee nights brings out the passion again and shows the club working.

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4. All guests are continually followed up until they apply to join or decide not to.
5. All applications are immediately considered by the Board and if supported are referred to the members. The members are given 7 days to object. The applicant is inducted at the next meeting. Again speed has proved to be very important to ensure the momentum is not interrupted.
6. Each new member must be given a job. The vast majority of potential members join not to attend weekly meetings to hear guest speakers but to work on projects. Some will have particular passions and see Rotary as the vehicle to deliver these. The club has to facilitate these – help them develop and fund the project and use Rotary resources to deliver sustainable outcomes.

The aim each time is to recruit at least 5-6 members within a few weeks. Some clubs are finding it so successful that they hold two RINs a year. With such a large intake the culture of a club, especially a smaller one, can be transformed in an instant and the vibrancy and vitality of the club will be immediately obvious. One club decided to build a succession plan of club leaders from the new members and identified its next four Presidents in the process. Some clubs have deliberately targeted younger members. One club reduced its average age from over 70 to the high 40s in two years. Other clubs have targeted women or focused on ethnic diversity. The key is to drive it hard and make sure the Rotary you are selling can be delivered.

Older members sometimes can be unsettled by growth and cultural change in the club. If the average age of the club is over 70 the energy levels of members are focused on weekly meetings listening to speakers and chatting to their friends. New members, especially younger ones, want to work on projects and claim to have too many friends already! They are not interested in traditional meetings unless they have a purpose – to progress project development or to provide career mentoring. This latter need is a good way of bridging the gap between the two cultures and provides a new sense of purpose for older members. Often older members need to be gently reminded how young they were when they joined and that their needs and energy levels were quite different all those years ago.

Emboldened by the success of this approach, the membership committee in 2018-19 has targeted 9 clubs that refused help the previous year or have placed other barriers to growth. This time, with the support of district leadership, these clubs will be required to transform. Some of the largest clubs are bleeding members because of age and the attitude that Rotary is primarily a weekly meeting of friends over a meal. Already in two clubs unwillingness to change has led to the resignation of the Presidents, in one case because the President wouldn't change or allow the club to change; in the other the club itself wouldn't change. There will be tension and fall out inevitably when clubs and members are challenged, but if Rotary is to grow these discussions have to be held.

My challenge is to report substantial membership growth in D9520 in twelve months' time to demonstrate that the strategy is sustainable!

“IS IT TRAINING OR LEARNING AND DEVELOPMENT THAT ENSURES PURPOSEFUL LEADERSHIP IN ROTARY?”

Article by PDG 2011-12 Keith Ryall, D9800 Chair-Post Graduate Global Grant Scholarships, former Director of Learning and Personal Development (LAPD) for D9800 and currently Secretary of the International Association of Facilitators.



Euan Miller posed some very relevant questions in his article, 'Are We Rotary or Are We Probus' in the July 2018 'Rotary on the Move' Newsletter. In particular his call for a fresh approach to leadership development in Rotary. It prompted me to talk with PDG Julie Mason, a professional Educator about how we see Rotary District 9800 tackling this important issue. So, let's look at Adult Learners for a start:

Adult Learners:

Euan made the very valid comment that we need trainers who are skilled in adult learning so what are some of the characteristics of adult learners? Based on my experiences over the last three decades, I believe that adults, paid employees or volunteers learn best when:

- We perceive the need to learn
- We know how things are going to be applied
- We are actively engaged in a problem-solving experience
- We have an opportunity to use our experience.

Refer also to the Internet www.thelearningcoach.com/learning/characteristics-of-adult-learners

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I'm also interested in the Recall/Retention of key information which was highlighted by the late Sir John Whitmore in his book, "Coaching for Performance":

Tell only: Recall after 3 weeks: 70%	Recall after 3 months: 10%
Tell and show: Recall after 3 weeks: 72%	Recall after 3 months: 32%
Tell, Show and Experience after 3 weeks 85%	Recall after 3 months: 65%

So, we think that's a pretty fair recommendation for Rotary Workshops to have ample opportunity for our members, who are all volunteers, to practise what they hear being preached! I know many Districts do build this into their Learning and Development programs and it does take extra time. But it would seem to be time very well spent. One area that really concerns me is that of Story Telling; Rotary has some wonderful stories to tell but how many of us have actually had the opportunity to practise what we've heard about Story Telling Theory and receive feedback in a learning environment?

Soft and Hard Skills of Leadership:

One of my Business Mentors explained to me that the Hard Skills, typically things like planning, organizing, controlling and budgeting are relatively easy to teach and measure. However, it's the Soft Skills, Inspiring, empowering, empathy, aligning people, and influencing that can be much harder to teach and measure. Many of the so called Hard Skills are bracketed under the heading Management (Coping with Complexity); the Soft Skills tend to fall under the heading Leadership (Creating Change). It reminded me of the old theory taught in Organizational Development 101 Leaders create Useful Change, Managers help cope with the Complexity of that Change. I see Club Vision, the development of Club Three Year Plans aiding immeasurably in some of the Hard Skills, and the Rotary Leadership Institute in covering a wide range of both Hard and Soft Skills. Both are highly recommended.

"A SHIFT FROM TRAINING TO FACILITATING LEADERSHIP DEVELOPMENT"

Article by PDG 2015-16 Julie Mason, D9800 Director Learning and Leadership Development.



It was a privilege to be invited to use my skills as an educator to take on the role of District Chair of Learning and Leadership Development in District 9800. The responsibility to deliver the Rotary Leadership Institute program, a series of seminars for New Members, Leaders within and Beyond the Club included, for the past two years the opportunity to work with incoming Club Presidents to prepare for their year as a leader in Rotary prompted me to reflect on the notion of President Elect Training Seminar (PETS). The reality that true leadership preparation is a complex and individualised process prompted the notion that "training" for such leadership seemed at odds with fact that we are delivering a President Elect Leadership Development Program and the acronym PELD is now part of the language in District 9800.

So, a three-part PELD program is provided and includes a Multi District element in PELD Two. In collaboration with the District Governor Elect, my colleague, Rotarian Warwick Cavell and I design the program that includes a sequentially based approach to leadership theory and behaviours. The President Elect participants are provided with an initial survey to ascertain their perceived needs and a session held at the District Assembly in May provides an introduction to the PELD program that begins in October and concludes in April. A bag of mixed lollies, given to each President Nominee, sets the scene for an understanding of the diversity of ideas, attitudes, aspirations, beliefs that abound in the club that will be led by each person beginning their leadership journey. A theme provides continuity and from, Plan, People, Process, Practise in 2017/18 to Conversations, Connection, Collaboration, Celebration in 2018/19 we design the next program.

Reflection on the elements of a successful club, the recommended implementation of the Club Health Check and exploring the leadership behaviours that are either intuitive to individuals or identified as in need of further development sets the scene for individual engagement in the PELD program. Warwick introduces our enthusiastic participants to an understanding of the concept of process and the notion of the power of influence that successful leaders demonstrate. He promotes the importance of planning and we all understand the Where, Now, How that can end in a purposeful One Page Plan. Understanding the importance of leading in High Performance Spaces and the behaviours that will enable teams to function in a culture of change helps prepare our Presidents for real leadership. The chance to practise the art of generative questioning, active listening and providing options rather than advice enables the participants to prepare for the inevitable tricky situations that arise during that year of Club President. Having an understanding of the Karpman Drama Triangle provides us all with a chance to figure out the context of a situation and the use the "people skills" effectively.

As I mentioned each year the PELD Program has evolved to meet the needs of the participants and as Warwick and I continually reflect of the content and the delivery of the program. I am excited that the next goal is to develop modules that will be provided to our participants as preparation prior to our face to face sessions.

To say that you can "train" leaders of volunteers in an organisation like Rotary is to underestimate the complex needs of the fabulous women and men who agree to take on that important role as Club President in a time of rapid change both in education, business, industry and Rotary.

Both Julie and Keith are Rotary Leadership Institute (RLI) and Club Vision Facilitators in their spare time.

“ROTARACT TO ROTARY CLUB PRESIDENT”

Article by Lisa Wilson, received from Colin Robinson, Assistant Rotary Public Image Coordinator – Rotary Oceania and Rotary Leadership Institute Facilitator

Colin says: Lisa's story talks of her journey from an association with Rotary, through Alumni to being a Rotary President, inspiring Rotary clubs to sponsor-support Rotaract and encourage continued engagement by Alumni.



Hi, my name is Lisa and I am the President of the [Rotary Club of Dunedin NZ](#), for the 2018-19 Rotary Year.

I am married to Mike and we live on the Taieri with our daughter Annabelle (16 months) and dog, Lottie. I work at Deloitte here in Dunedin as a manager in the Tax & Private team. I was born and raised in Oamaru a whole 33 years ago, which by the way, is the location of next year's conference (registrations are now open). I grew up there with my Mum, Dad and brother Michael. This is also where I met my husband – no we are not high school sweethearts, but we were high school friends.

When I look back on my life, I see many Rotary connections. Dad was, and still is, a member of the [Rotary Club of Oamaru](#) (my first introduction to Rotary), while my brother has recently become a member of the same club (in fact, he is the President Nominee for the club).

When I finished school, I came down to Dunedin where I studied at the University of Otago gaining a double degree in Law & Commerce, majoring in Accounting with Honours. John Burke, an ex-member of my current

Rotary club who sadly passed away, was my dissertation supervisor and a great support to me in gaining my Honours degree.

I really loved my time in Dunedin and made some really good connections while I was here through Rotary. It started with Dad's club sponsoring me to attend RYLA in 2005 where I was inspired and met some amazing like-minded people, some of who I am still very close too. One was a candidate who my current club sponsored, and I consider one of my closest friends. We meet most weeks for a coffee date with our wee girls.

Another married a girl who he met at Rotaract and I was lucky enough to be part of the groom's party as a groom's girl. Another is part of a group of ex-Rotaractors who all still live in Dunedin and meet for brunch most months. The four of us plus other ex-RYE (Rotary Youth Exchange) students, including the new AG for Central Otago Clubs, Nick Wood and another fellow Rotarian's daughter, were all inspired by our experiences with Rotary via RYE and RYLA, started to meet regularly, with the idea of restarting a Rotaract Club. That club did get restarted and I was lucky enough to be president for the first two terms.

What I loved about our Rotaract Club was the can-do attitude and positive vibes thrown into every project. We were predominantly students with no money and a lot of time, so we really enjoyed the hands-on projects. We were also really good at collaborating with other organisations (our sponsoring Rotary Clubs in particular), which enabled us to get involved in more. The years I had in Rotaract were some of my favourite and the connection I had with the local Rotary Clubs is what led me to eventually join my club when I felt I had outgrown Rotaract somewhat.

We all belong to this amazing organisation called Rotary. One of the things that makes our clubs great is the people, but another is the things we do. Did you know that Rotary here in New Zealand is the driving force behind the formation of a number of well-known organisations such as CCS Disability Action, National Kidney Foundation, Riding for the Disabled, Outward Bound, Ronald McDonald House Auckland and Cure Kids. As Rotarians we may be ordinary people but with a good idea and the belief that we can do more, together we can do extraordinary things, change lives, and be the inspiration.

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.

"DISTRICT 7120 CHARTERS TWO NEW ROTARY CLUBS - HOW DID THEY DO IT?"

Article by PDG Bill Gormont, ARC

From *Membership Matters, Zone 29. Volume 2, No. 6. News from your Zone 29 Rotary Coordinator Team*



The year I served as governor (2015-16), we formally began the collaboration of our District Membership Chair, PDG Norma Madayag-Reilly and our New Club Development Chair, PDG Glenn Balch.

PDG Norma is skilful at knowing how to encourage member engagement within a club to enrich the Rotary experience. PDG Glenn possess a unique talent for determining areas within our district that could support a new Rotary club.

He does this by researching census data, documenting existing community needs, educational institution(s) new curriculum growth, Chamber of Commerce information on existing businesses and new business development initiatives. He then follows-up with boots-on-the-ground where he distributes flyers and visits businesses to help the community become aware of a new Rotary service initiative in their local community.

The collaborative relationship of our District Membership Chair and New Club Development Chair has been very successful.

Rotary Club of Rochester Southwest - Charter Date: January 13, 2018 Members: 21, comprised mostly of early to mid-career professional men and women.

Meeting Style: Convened in a coffee house at 8:00 am before the work day begins. The 60-minute weekly meeting is conducted in a traditional format.

Rotary Club of ROC City (Rochester) - Charter Date: February 20, 2018. Members: 21, comprised mostly of young early-career professional men and women.



Meeting Style: Convened in a brew house at 6:00 pm after the work day ends.

The 75- minute weekly meeting is conducted in a non-traditional format, beginning with 30 minutes of social time, 20-minute team building activity, 25-minute business meeting to address Rotary business, review last week's projects and sign-ups for projects scheduled during the coming month. NOTE: These new 20-something Rotarians began performing service projects almost immediately after receiving their provisional status.

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.

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Assistant Rotary Coordinators supporting PDG John Prendergast

PDG Charlie Speirs

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PDG Stephen Lamont

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PDG Jennie Herring

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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