

## Rotarians share tips for recruiting new members

By Arnold R. Grahl  
Rotary News -- 9 August 2012

Eight years ago, Géné Villaça-Crestia was asked by her district governor to start a new Rotary club in her country, Benin.

She had been a Rotarian for only four years and didn't really know where to begin. But she had a few things working in her favor: Villaça-Crestia is extremely passionate about Rotary, and she doesn't take no for an answer.

"I don't hesitate to drive to people's places and come back again," says Villaça-Crestia of her recruitment style. "I don't wait for them to get back to me and tell me they don't have time. I insist and go after them until they understand what Rotary is all about and the good it will do them to join."

Villaça-Crestia's techniques have been extremely effective. Within three months of her district governor's request, she helped launch the Rotary Club of Cotonou Rive Gauche, Benin, and became the charter president. During the next two years, she helped form three other clubs, including two composed almost entirely of younger Rotarians.

This year, she and her son, Boris Crestia, a public relations specialist and Rotary Public Image Coordinator for Zone 20A, have teamed up to recruit advertising, public relations, and media professionals for another new club, which will soon



Top: The Rotary Club of Cotonou Ifê, Benin, celebrates Rotary's anniversary with a cake in February. The club is one of several formed recently in Benin. *Photo courtesy Boris Crestia.* Bottom: Claudio Spiguel, third from left, and other members of the Rotary Club of Guaxupé, Minas Gerais, Brazil, with a car they purchased for a school for at risk youth. Decals on the car helped publicize Rotary's involvement, and led to several membership inquiries. *Photo courtesy Claudio Spiguel*

Read more at [Rotary.org](http://Rotary.org)

# Spokes

August 21, 2012  
[www.hattiesburgrotary.com](http://www.hattiesburgrotary.com)

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Club Number 04003

Organized 1918

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2012-2013

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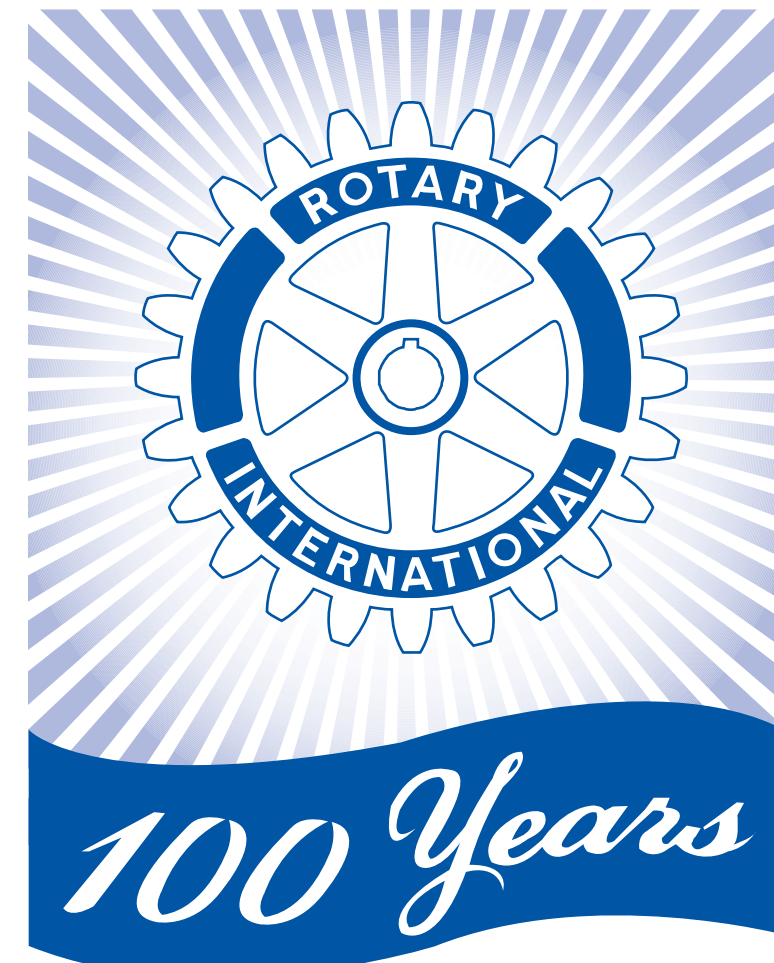
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## ROTARY CLUB OF HATTIESBURG

A CENTURY OF SERVICE



A NEW CENTURY OF SUCCESS

**“SERVICE ABOVE SELF”**

Vice President Scott Hummel presided over the meeting.

Thanks to Allen Anderson, who gave the invocation and to Mike Ratliff, who led the Pledge of Allegiance. Thanks, also, to Bill McLeod and Jaclyn Adams for greeting attendees today.

Hummel led the Club in the 4-Way Test and then asked Chris Price to introduce today's guests. Chris Smith is a guest of Bill McLeod. Adam Hay is a guest of Chris Price.

August is Membership Month and members are encouraged to bring guests to the August meetings. Members will not be billed for the first ten potential member guests signed in each week through the remainder of the month.

Christina Ghents introduced our speaker, Captain Andy Gilliam of The Salvation Army.

Captain Gilliam noted that the most known element of the Salvation Army is their Red Kettle program. Bell ringers represent the largest number of volunteers for the organization each year. The campaign is also the number one source of donated income and the campaign that brings the most visibility to the organization.

However, he notes that The Salvation Army is a great deal more. The Angel Tree program provides Christmas for hundreds of children locally each year and thousands of other across the nation. The Salvation Army also runs a family thrift store where gently used items are made affordable to individuals and families who would not otherwise be able to obtain those things. The Salvation Army also offers disaster services providing emergency aid throughout our seven county area. The Army also runs the local Boys and Girls Club where 125 children are given a safe place to go every day and where they can receive the benefits of tutoring and organized recreational activities.

Locally The Salvation Army also runs a Boot Strap program where someone with a problem can come, be counseled, receive food and shelter and another opportunity to try and get back on their feet. The local Salvation Army provides 2,000 meals monthly and offers shelter to more than 1,000 individuals each month. According to Captain Gilliam dozens of others come to their doors daily seeking other forms of emergency aid which is always provided when possible.

Internationally The Salvation Army is known for other things in various parts of the world. On the African continent The Army provides schools and hospitals. In the Caribbean The Army offers evangelical services. In South America The Army is known for their management of children homes and aide to children.

Captain Gilliam notes that The Salvation Army's programs and projects are kept alive by generous contributions from the local community and a large number of volunteers. William Carey University and The University of Southern Mississippi work with The Army to provide volunteers to assist in a variety of areas which are also beneficial to the student's educational activities.

Currently the local Army has 68 in the shelter. Two families are in the family apartments and five individuals are working through the Boot Camp program.

Captain Gilliam reiterated that all organizations, governments and programs that are designed to assist those less fortunate should organize those programs to offer compassion and love and to meet the individuals or families in need "where they are at."

After the Club recited the Rotary motto, "Service Above Self," McLaughlin adjourned the meeting.

### Christopher Wilkes, Hope House Ministries

Christopher Wiles is founder of Hope House Ministries, a nonprofit organization which serves the homeless. Christopher is a licensed Master Level Social Worker and Certified Advanced Alcohol and Drug Counselor. He is co-owner of Sycamore Tree Counseling Services, where he practices individual, group, and family therapy with his wife Heather, who is an LCSW. He also works as Director of Social Work Services for Mississippi United to End Homelessness (MUTEH) where he provides clinical oversight and direct case management services to the homeless.

### ROTARY INTERNATIONAL NEWS

#### The view from Japan

By John Rezek  
*The Rotarian -- July 2012*



2012-13 RI President Sakuji Tanaka strolls the campus of International Christian University with a group of Rotary Peace Fellows. Rotary Images/Alyce Henson.

For about a year now, we here at Rotary International have had the pleasure of sharing the elevator, the cafeteria, the lobby, and a corner of the 18th floor with a white-haired man of impeccable manners, who laughs easily and seems genuinely happy to see us.

A smile erupts on his face when he says hello, bowing his head and adding a gentle chuckle. He moves among us gracefully – with his interpreter Eiko Terao in tow – maintaining his signature cheer without revealing whatever else might be on his mind. But he's probably thinking about Rotary. To hear him tell it, the only time Sakuji Tanaka is not thinking about Rotary is when he's sleeping and eating. And that only goes for when he is not dining with other Rotarians.

[Read more at Rotary.org](http://Rotary.org)