

May 2017



PRESIDENT: KEN HEINZ

PRESIDENT-ELECT: MIKE VAN HORNE

SECRETARY: JEAN HEINZ

TREASURER: AL BASKIN

**2016-17 Rotary International Theme:**

*Rotary Serving Humanity*

*"Now is the time to capitalize on our success: as we complete the eradication of polio, and catapult Rotary forward to be an even greater force for good in the world."*



**PRESIDENT'S MESSAGE ...** In preparation for my recent meeting with Ray Shay of Shay Realtors, to discuss their continuing to be a corporate member, I reflected upon what Rotary means to me. I asked myself "Why Rotary" and "Why San Diego North"?

For me, Rotary is a key part of my life. I get more out of participating in our projects than those we serve. Donating a couple of hours for plaque cleaning at Mt. Soledad, for example, started my weekend off right. I would miss being a part of Rotary, and I plan to tell Ray about all that he's missing.

Why San Diego North? We do so much, with so few people. Everyone who visits us, comments on our being able to get so much done. The warmth and fellowship of our meetings and activities really comes through.

Please take a moment to pause and reflect: "Why Rotary" and "Why San Diego North"?

Ken

**ASSIGNMENTS**

	<u>PLEDGE</u>	<u>INSPIRATION</u>
May 4	Jean Heinz	Bryan Gust
May 11	Danny Kazmarek	Jean Heinz
May 18	Eric Pahlke	Danny Kazmarek
May 25	Mike Van Horne	Eric Pahlke
June 1	Al Baskin	Mike Van Horne

[LINKS ... to other Rotary web pages ...](#)

[San Diego North](#) Click here to see the schedule of programs and other late-breaking club news.

[District 5340](#) Click here for the DG's newsletter, training schedules, and district and other club events.

[Rotary International](#) Click here for professional resources on a wide range of club management issues.

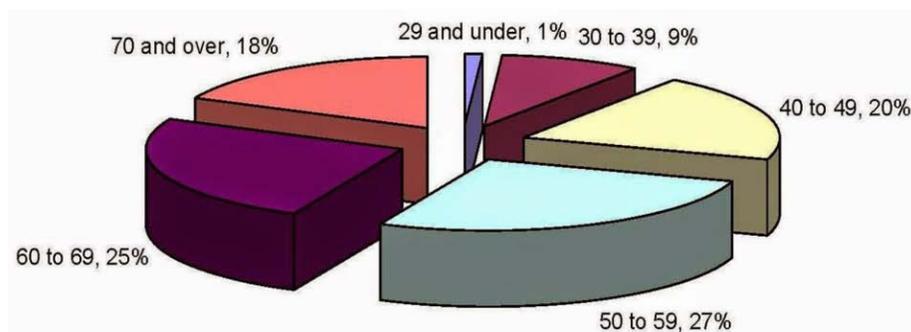
### THIS DAY IN HISTORY QUIZ

ROTARIANS ARE CHALLENGED TO CORRECTLY ANSWER THE FOLLOWING QUESTIONS.  
THE ANSWERS WILL BE REVEALED AT THE MEETINGS DURING "THIS DAY IN HISTORY."

May 4	This author won a Pulitzer Prize for <i>The Old Man and the Sea</i> on this day in 1953. (Hint: He was named after his grandfather on this mother's side Ernest Hall)
May 11	This author's collection of short stories, <i>Go Down, Moses</i> , was published on this day in 1942. (Hint: His most famous novel was <i>The Sound and the Fury</i> )
May 18	This mountain in southwestern Washington State blew its top on this day in 1980. (Hint: The mountain takes its name from British diplomat Lord St. Helens)
May 25	In 1961, this U.S. President announced a project to put a man on the Moon (Apollo) before the end of the decade. (Hint: He was assassinated two years later in Dallas, Texas)

### FUN ROTARY FACTS ...

Rotary's age distribution is younger than most people would guess. Only 18% are 70 years old or older, sometimes referred to as Traditionists or the Greatest Generation. Close to 50% are Baby Boomers with the remaining 30+% being Gen X and Millennials.



#### Rotary Membership Age Demographic—Percentage

Source: *Membership: It's Now or Never Webinar August, 2014*

The Membership Co-Chairs for Rotary District 6040, Duane and Sandra Benton, put together an interesting article about how to attract people in these four age categories to Rotary. District 6040 includes Kansas City and northern Missouri.

## **ATTRACTING GENERATIONAL GROUPS TO ROTARY ... from an article by Duane and Sandra Benton**

### **Overview: Attracting new, diverse members**

For years, Rotary clubs have heavily recruited the baby boomer and earlier generations. Rotary's future effectiveness clubs will be largely determined by our success in diversifying on all levels. To attract younger professionals, women, and different occupations to our clubs, we adapt our activities and traditions to their needs and preferences. Our success in attracting and retaining diverse members depends on our ability to adapt.

Demographers and marketers identify four generational groups: the Mature Generation, Baby Boomers, Generation X-ers and Millennials. Each group has distinct characteristics and motivators for joining Rotary. Here's a quick guide:

### **The Mature Generation (born before 1946)**

The Mature Generation, sometimes called Traditionalist, includes retirees and grandparents. These hard-working individuals are loyal and mission-driven. They expect defined job duties, have respect for authority, and believe in following rules and hierarchy.

Involving the Mature Generation in Rotary

- Use traditional communications (phone, mail) versus only e-mail or the Internet.
- Provide structured volunteer experiences
- Stress the Rotary mission, Service Above Self

### **Baby Boomers (born 1946-1964)**

Baby Boomers' key motivators are respect and success. They view work as part of self-identity and are willing to work hard for institutions which appreciate them. They are team-oriented, sensitive to feedback, and driven by a sense of self-achievement. Visible and tangible forms of recognition and advancement, and the social aspects of their work are important.

Involving Baby Boomers in Rotary

- Regularly provide recognition, including public recognition
- Emphasize teamwork and group camaraderie in projects
- Highlight recreational and social aspect of projects that provide networking opportunities.
- Ensure that their professional skills are utilized and valued in their Rotary involvement

### **Generation X (1964-1980)**

Generation X-ers will support charities and service clubs with concrete, specific, and limited aims. Time is a critical issue. They value direct communication more than small talk. They are not drawn to volunteerism through ideals, but rather look for opportunities to learn and have fun. Generation X-ers seek leaders who recognize their individuality and encourage them to reach their full potential. They look for equal power and little supervision in their work.

Involving Generation X-ers in Rotary

- Communicate via the internet and e-mail.
- Create short-term volunteer opportunities that allow them to act independently and within a flexible timeline.
- Have a specific answer to "What's in it for me?"
- Use the learning opportunities at club meetings to engage them.

### **Millennials (born 1981-1994)**

Millennials are nearly as numerous as baby boomers. They are motivated by immediate, tangible results and team play. They have an increased interest in civic involvement, a high social self confidence, and are more determined than previous generations to become active and make positive change. They have the teamwork ethic of baby boomers and the technology ability of Generation X-ers. They are optimistic and learned about the value of community service as part of their social experience. They need to know how an individual task fits into the big picture.

## START YOUR DAY OFF RIGHT ...



## IMPORTANT INFORMATION

Meeting Location	Broken Yolk Cafe 11630 Carmel Mountain Road San Diego, CA 92128 (858) 675-9655 Thursdays, 7:00 a.m. – 8:15 a.m.
Club Mailing Address	San Diego North Rotary P.O. Box 721986 San Diego, CA 92172
Club Website	<a href="http://www.SanDiegoNorthRotary.org">www.SanDiegoNorthRotary.org</a>
Club Email	<a href="mailto:SanDiegoNorthRotary@gmail.com">SanDiegoNorthRotary@gmail.com</a>
District Website	<a href="http://www.rotary5340.org">www.rotary5340.org</a>
Club Number	29196
Member Number	Refer to the mailing label for The Rotarian
Federal Tax Number	EIN: 33-0566439

## SHARING THE ROAD?



## RUSH HOUR?



## WHO HAS THE RIGHT OF WAY?



## DID YOU SEE THE FALLING ROCK SIGN?

