



The Monthly newsletter for  
**Rotary International District  
6330**

2015-2016 District Governor  
**Nancy Ottewell**

Edition  
**January 2016**



District Governor  
**Nancy Ottewell**  
and her husband  
and Rotary  
partner, George.

## District Governor Nancy's Message January 2016

**DISTRICT GOVERNOR MESSAGE – January 2016**



**Greetings Everyone!** - As we welcome the start of a New Year! Not a new Rotary Year - but the beginning of a new Calendar Year of 2016. We are half-way through our year together in office, with six more months to go. Lots of things have been accomplished, and we all have lots more to do! After some down time over the holidays, it is now time to get back into doing more of the great things we do as Rotarians.

In January many of us feel the energy of a fresh start and the opportunity to think about the year ahead. And with the New Year beginning we often think of those New Year's resolutions. What are your resolutions as a Rotarian? For Club Leaders: The beginning of a new year is a good opportunity to renew inspiration for the rest of the Rotary year; and to think about the goals that you and your Club members set. It is also time to consider where your club has been this year, and where you are heading.

**Membership:** Our District membership numbers have not grown this Rotary year - however we are holding our own. The number ONE goal that we should all have is growing our membership. To gain members, we need to be actively asking people to join Rotary with us. It would be marvelous if each club had a net growth of one member by June 2016 when we end our Rotary year!

**Foundation:** Our most important service goal to humanity is the eradication of Polio. With the End Game strategy coming closer our donations are needed more than ever. And the good work of our Foundation continues to expand through International projects. District donations to date are good and contributions by clubs and individuals are continuing.



**Planning/Visioning:** Club Presidents and Club members need to be continuously thinking ahead of not only this year - but into the coming years as well. You may remember a quotation from my talk to your Club... "If you don't know where you are going – any road will take you there". So I encourage you to continue to plan and to choose your road!

And speaking of planning ahead - most clubs will now have established their Club officers for 2016-2017. If it has not already been completed; please post these on the District Website as soon as possible to assist DGE Diane Chantler as she prepares for the upcoming training sessions.

January also marks the theme of Vocational Service Month in the Rotary world. We share the Gifts of our Vocational expertise, knowledge and skills through our Rotary service. Rotary is about the actions that take place so the lives of many are much improved. At the local level, our Rotary Clubs sponsor community projects that serve important needs. If we don't make those services known, their benefits cannot be fully realized. And if we don't tell the local public about Rotary and what we do; our new-member recruitment is handicapped.

So as we head into the last lap of our Rotary year - let us consider these Rotary resolutions.

- To try new things and ideas in our clubs; and not focus on "we have done this before and...." or "that will never work because...."
- To be adventuresome, to dream and brain storm; and to look at the bigger picture.
- To decide to catch the vision and enthusiasm that lives in the good we do in Rotary. Then live it and pass it on!
- To insure you and your club are having FUN! Great fellowship and interesting meeting programs keeps your club lively and makes people want to attend. Find ways to have family fun and other times outside of the regular meeting to get together and socialize. Remember that this is also an excellent opportunity to invite potential members.
- To Be a Gift to the World and Be the BEST Rotarian you can be!



If I can assist or support your club in any way by attending special events or meetings please let me know.

Yours in Rotary Service, *Nancy*

# District News



## Don't miss the 2016 Clifford Rotary Club's Annual Bonspiel February 6, 2016



Teams \$120/team  
Lunch provided – cook your own Fillet Mignon!  
Meat Prizes for everyone!  
Draw for a “Sharing our Faith” Blue Jean Quilt.

Two Draws: 8:30 AM and 10:30 AM  
(2<sup>nd</sup> game at 12:30PM and 2:30 PM)

Two games per team, aggregate point system to determine the winner

Contact: Leonard Underwood 519-327-8850 or  
[Leonardsgeneral@wightman.ca](mailto:Leonardsgeneral@wightman.ca)

Also, mark March 6, 2016 on your calendar for the Canadian Food

# District News

## RE-CONNECTING WITH ROTARY SCHOLARSHIP ALUMNI

By Johnna Johansen, Rotary District 6330 Alumni Chair

This month our featured scholar is **Gail McVicar**, sponsored by The Rotary Club of Glencoe ON

I received the Ambassadorial Scholarship in 2005 and studied Creative Writing at the University of Chichester in the UK, where upon I was awarded my Master's degree.

I still live in England, in Swindon, Wiltshire. I work for Swindon Borough Council as the Professional Lead for the Youth Engagement Service. The YES works with young people age 14-18 that are vulnerable and at risk of child sexual exploitation, drug and alcohol misuse, and self-harm. We also work with young people to support them in pursuing education, employment or training for future careers.

During my scholarship year, I concentrated on writing my own works in addition to producing the UK premiere of the musical "John & Jen", by Andrew Lippa. I have taken those experiences and applied them to a peer education theatre project for young people which toured in secondary schools and youth centres in Swindon. The theatre project promoted healthy relationships and positive choices regarding sexual health.

I will not be in Canada in June of 2016 and prefer not to Skype.

Sincerely,

Gail



The **2017 Rotary Peace Fellowship** is now available online! We encourage you to promote the fellowship and have your district endorse qualified applicants who are dedicated to promoting peace.

Please go to our [website](#) to review the fellowship details, application process, [animation video](#), and find additional [resources](#) for applicants and Rotarians.

Important reminders about the peace fellowship:

1. Districts are **not** responsible for funding applicants. Your district can endorse as many candidates as deemed qualified at no cost.
2. **31 May 2016 District Deadline**
  - a. Applicants must submit their application to the district by 31 May to seek endorsement.
  - b. Districts must interview and submit their endorsement forms to The Rotary Foundation by 1 July 2016.
  - c. Applicants can choose to apply online or with the PDF application. Both can be located on the website.

Provided below are links to extra resources to help recruit applicants, better understand the application process, and conduct interviews for applicants you are interested in endorsing.

Additional resources include:

1. [Rotarian Program Guide to the Rotary Peace Fellowship](#)
2. [Rotary Peace Centers Brochure](#)

Rotary Peace Centers Programmatic Webinar (English only):

1. <https://vimeo.com/147646382>

We thank you for your dedication and support to the Rotary Peace Centers and the Rotary Peace Fellowship. By working together to recruit and select highly qualified candidates for the 2017 Rotary Peace Fellowship, we continue to build peace and work towards conflict prevention and resolution in our world.

Warm regards, Rotary Peace Centers

## Vocational Service Month

Jennifer Roy, District Vocational Chair

January is Vocational Service month in Rotary. This Avenue of Service is often overlooked. To me it feels like a lost cousin compared to the other areas because it is less tangible and the results occur over time.

Vocational Service does include the literacy and education area of emphasis. Many clubs are involved in the Dictionary project. Other clubs are busy collecting school furniture and supplies to distribute to schools in various parts of Africa.

A project that I believe would be relatively easy for us to support is "Textbooks for Change". This is a business started by Chris Janssen, who noticed a need while traveling through Africa and visiting different universities. Most students did not have textbooks, but instead studied from photocopied articles that were years out of date.

Chris is collecting textbooks that are ten years old or less. He has partnered with Goodwill Industries who collect all textbooks throughout Western Ontario. He hires staff from Goodwill, who sort the textbooks and separates those that have value in Africa, and those that can be kept here and sold at second hand bookstores.

Chris has connected with Peter Twynstra of the Grand Bend club, who has space in his containers to ship some of the textbooks. His own shipping is done out of Hamilton. Collecting textbooks is certainly an easy project that District 6330 could become involved with.

Vocational Service also involves mentoring younger people. According to the Merriam-Webster dictionary, the definition of mentoring is "someone who teaches or gives help and advice to a less experienced and often younger person". Since Interact has been moved over to Youth Services, it is more difficult for other volunteers to access the young people unless everyone in the club is involved in Interact.

Other areas for mentoring could be newcomers to Canada. The Rotary Club of London South has initiated a partnership with the South London Community Resource Centre. One presentation to their teens was done in September on the topic of "Time Management". Ethics is another important part of Vocational Service. The Rotary Club of London South partnered with the Better Business Bureau and invited Mark Reno from the Ivey School of Business, to discuss Ethics in Business. Two presentations have been completed and a workshop is being planned for the spring of 2016. Mark joined the Guelph Rotary club this year and has agreed to do presentations throughout Canada while partnering with Rotary. In smaller communities, you could consider partnering with the Chamber of Commerce or a business development organization and doing something Area wide.

I encourage all clubs to embrace Vocational Service as an important part of Rotary. Many of our activities do not necessarily involve spending money, but rather time and service to others.



# District Membership

## MEMBERSHIP

### Retain to Gain - BANISH THE "R" WORD!

Suppose a salesman comes to your door and asks you to buy the latest widget he is selling. So you ask him, "Why should I buy this? How will it benefit me? Why should I spend money on this instead of something else?" His response, "Well I don't know how it will benefit you or if you would even need it, but it would sure help me make more money." Your response" **SLAM!**

Welcome to the wonderful world of Rotary recruiting! Whether we realize it or not, 99% of Rotary clubs approach membership growth just like the self-centered ( and probably starving) salesman. We talk about "recruiting" members so we can grow. Our first (and often only) thought is club-centered. We don't think of the customer – the member! The primary thing she/he is thinking of is "what would I gain from joining rotary?"

The result? If we are successful in recruiting members, they seldom last long in Rotary. You have seen this and the numbers bear it out. Every year in North America over 40,000 new Rotarians join. That's a lot of people – enough to result in significant growth! But also every year over 50,000 Rotarians quit! Why? Because these busy people feel the clubs aren't giving them enough value to justify the time and money membership in Rotary requires.

Sadly, we give hardly a thought to how we can attract people to Rotary by showing them the tremendous value that Rotary holds for them! Equally sadly, we too often don't evaluate our clubs by asking the most important question: **are we providing activities and services the current and future members want? Or do we cling to unpopular, tired programs and activities because " we've always done it that way"?**

A "recruiting" mindset focuses only on how the club will grow in numbers, and always produces only temporary results, with longer term attrition resulting in a smaller and weaker club. However, a focus on attracting members through a diverse menu of service, social and professional development activities and programs results in the club gaining productive long term members who will gain from Rotary and in turn build a stronger club.

When we ask someone to join Rotary, we are asking them to invest their time and money in Rotary instead of somewhere else. So they naturally ask (as you asked the widget salesman), "What's in it for me? How will I benefit? And will I benefit more than if I invested that time and money elsewhere?" A great way to express membership growth as a formula: *"Membership is gained and retained when the value of membership to the rotarian is equal to or greater than the cost of membership".*

Let's lose the recruiting mindset and focus instead on making our clubs attractive to "seasoned" members, newer members and potential members. You will be amazed not only at how your club grows, but how the energy and enthusiasm do as well. That will attract even more members!

Source: PDG Brent Rosenthal