



Rick's M.A.D. Report

(Rotarians Making a Difference)



Rotary District 7430 Newsletter www.rotarydistrict7430.org March 2018, Vol. 1, Issue 9

DG Rick's Remarks



Start with WHY

Rotarians are doers. We have all but eliminated the curse of polio from the world. We feed the hungry, we clothe the poor, we transform villages with clean water wells and sanitation systems. We are doing extraordinary things, locally and around the world. Yet, many of our clubs can't figure out how to attract and keep new members.

Brad Howard, Past Rotary International Director for Zones 25 & 26 said: "You would think that for all that we do, for all the effect that we have on our local community and all that we stand for in

principle and purpose, that outside every single Rotary door would be a line of people waiting to get in, when in fact the only line that forms at our Rotary club doors are inside trying to get out."

Unfortunately, after some early signs that our District was heading into positive membership gains for this Rotary year, we reversed course and are (as of this writing) down 25 members.

Some of our clubs have been successful in bucking this trend. What is their secret sauce? The funny thing is that it is not a secret at all. These clubs whether they know it or not; sell the WHY of Rotary not the WHAT. We can tell people all day long what we do, and we do some pretty amazing things, but until we explain the WHY, membership growth will continue to elude us.

What I am about to say may sound like heresy but hear me out. Your Rotary Club is not in the service business. Effective Rotary clubs, are those that satisfy the personal needs of their members and prospective members. The club exists to meet the needs of its members; therefore, ***the club is in the personal satisfaction business.*** To reverse a membership freefall, clubs must focus on becoming more effective in satisfying their members' needs and conveying the WHY to prospective members.

Now I am sure you are thinking; DG Rick must have had one too many adult beverages before he wrote this article. Although I do enjoy a cold IPA, I have not touched a drop in a couple of days.

Somewhere along the line we Rotarians started to focus on the "WHAT" of Rotary and forgot that a Rotary club's only purpose is to advance the Object of Rotary, which is the

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“WHY”. It is what differentiates Rotary from every other organization competing for the time, talent and treasure of potential members. The Object of Rotary is our WHY! Really great leaders and organizations start with the WHY. The HOW and the WHAT are just by-products.

I would like to say that I was the one who developed this simple but powerful leadership model, but I would be violating the first tenet of the Four Way Test. It was advanced by Simon Sinek in his ground-breaking book “Start with Why.” All I did was apply it to Rotary and our declining membership issue.

I would venture a guess that precious few Rotarians are even familiar with the Object of Rotary.....

The Object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

FIRST: The Development of acquaintance as an opportunity for service.

SECOND - High ethical standards in business and professions; the recognition of the worthiness of all useful occupations, and the dignifying of each Rotarian's occupation as an opportunity to serve society.

THIRD - The application of the ideal of service in each Rotarian's personal, business, and community life.

FOURTH - The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.

This vision and the principles it espouses have been developed over the years to provide Rotarians with a strong, common purpose and direction. They serve as a foundation for our relationships with each other and the action we take in the world.

With good intentions, many Rotary clubs inadvertently switched from advancing the Object of Rotary to being volunteer service organizations – organizations that no longer satisfied their members' needs for networking, friendship, status, and the need for self-actualization. They lost sight of their core business: helping their members and prospective members fill the need for personal growth and discovery. It is the fulfillment of these needs (the WHY), through our clubs and the Foundation (the HOW), that ultimately result in the awesome service achievements of Rotarians (the WHAT).

It is the WHY that creates the HOW and the WHAT.

It is the WHY that moves individuals to make decisions.

It is the WHY that will convince others to join Rotary.

Come to the District Conference and hear more about “Start with WHY”.

Learn how to use this unique leadership model to improve your club and increase membership. April 28th at the Crowne Plaza in Wyomissing. Register at:

<https://www.eventbrite.com/e/2018-rotary-district-7430-conference-registration-31170115655>

DG Rick

GROW MEMBERSHIP WITH RETENTION

This is your Rotary club: a new approach to keeping members

Jessica Connors and Club President Michael Della Rocca plant a tree, an example of the kind of projects that can give new members ownership and responsibility.

So many Rotary membership events focus on engagement and retention. It makes sense. For every member that joins Rotary, it seems there's another member walking out the door. Long term engagement and retention are an important part of successfully growing a club for the simple fact that new membership gains can be quickly wiped out by non-engaged members choosing to leave.

The advice being given by membership chairs and leaders is sound: get new members involved right away. Our club has taken this one step further by explaining something important to our new members:

.....**This is your Rotary club!**

A Rotary club is chartered by Rotary International, but who ultimately operates it? The membership does! All Rotarians pay the dues that allow the club to function, attend the meetings, and perform the work needed. In a sense, members are partial owners of the club in the way shareholders are of corporations. Rotary club membership can be just like a stock, except the dividends are derived from the active participation of the member!

So now that a new member has joined, how do you help them cash in on their Rotary dividends? They must be given a role that they can take ownership of. Most members of Central Ocean Rotary have a purpose. Many have found their niche that suits their own interests. For example, some are dedicated to an operational function of the club, while others work almost exclusively on community or international service projects.

BYOP.....

The best method for implementing this is letting a new member commission a service project or fundraiser for your club. This BYOP (bring your own project) approach gives the new member immediate ownership of something important. Your service projects and fundraising committees may have a few ideas for this new member, or simply let the person bring a project to the table. With this method, our club was able to complete nine service projects just in the first half of this Rotary year.

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GROW MEMBERSHIP WITH RETENTION continued

However, if a new member feels they are not ready for this level of responsibility and would rather sit back and observe, you can find another area of the club that they can contribute to and get their feet wet. Let the new member serve as club greeter or guest sergeant at arms to get them involved at a lower level of responsibility and work their way up via a committee or through mentoring.

Don't let your new members slip through the cracks. If you show them that the club belongs to every member, they will stick around for many years to collect dividends of fulfillment that Rotary service can provide!

By Michael Bucca, membership chair of the Rotary Club of Central Ocean – Toms River, New Jersey. Posted on December 14, 2017

AN OPPORTUNITY TO LEARN MORE ABOUT ROTARY



When: March 17, 2018 Time: 7:30 AM – 3:30 PM

Where: Valley Forge Casino Resort, 1160 1st Ave, King of Prussia, PA 19406

What: Part I, II, III and Graduate

ALL D7430 Rotarians please be aware of the ROTARY LEADERSHIP INSTITUTE training on March 17 in KOP. This is a great opportunity to further your Rotary knowledge. NOTE – Most D7430 Rotary Clubs will reimburse your registration fee after you attend.

[Click here to Register!](#)

A Long-term Project to bring Microfinance to Honduras is paying off with huge benefits

This Rotary project started six years ago in District 5360 with a vision to transform the recipients' lives by freeing them from endless cycles of poverty.

But how to do it? Through small affordable business loans which lend a hand up and not a hand out, the visionaries wanted to make a difference in Honduras, the third poorest country in Latin America where an unacceptable 65 percent of the people live below the poverty line. The originators designed a multi-year, multi-partner and multi-phase project. The goal was to raise US\$1 million over 10 years. Fast forward to 2018. Rotarians from Honduras (D-4250), Alberta

Alberta (D-5360), Ontario (Districts 7070 and 7080), and Washington state (D-5020) have successfully implemented the first four phases of the project, and more is underway.

Matching donations is the key. Thanks to generous donations from Rotarians, their clubs plus Provincial (Alberta) and Federal (Canada) matching grants, plus the leveraging system of Rotary Global Grants, we were able to generate US\$1.4 million and impact over 4,500 lives in Honduras through microfinance and sustain-able water projects. The leveraging ratio has been as high as 8:1 – truly remarkable! We have surpassed our goal and look to match that amount in the near future!

The team is the backbone of the program. After a thorough vetting process, D-5360 Rotarians chose Opportunity International Canada (OIC) as the Canadian contact alongside Institute of Development in Honduras (IDH), their partner in the field. Working together, the team leveraged resources, tapped in

much needed expertise and experience to increase the scope and impact of the project — thus guaranteeing our success.

Commitment of all partners. OIC boosted fundraising with an additional donation of US\$500,000. IDH, which has 40 years of experience in providing holistic microfinance in Honduras, is providing training in financial literacy and small business management.

Microcredit borrowers typically fall below the sights of traditional banking. The unsavory alternative is loan sharks with their unrealistic interest rates and ruthless collection changing impact of small loans is widespread. Statistically, over 60 percent of the loans go to women who create small businesses. Collectively, the repayment rate is over 97 percent.

Impacts through expansion. We have created a microfinance branch in Santa Cruz and Santa Barbara as well as providing loan funds. In addition, villagers in Las Camelias and Quebrada Chiquita now have sustainable fresh water supplies in their villages — which has vastly improved health, food supply and yes, even their education! It turns out the government built a school for the community only after a fresh water system was installed.

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A Long-term Project to bring Microfinance to Honduras is paying off with huge benefits ...continued

Our target in the summer of 2018 is to launch the next phase of the program, to create a round of loans to another new IDH micro-finance branch, this time in Puerto Cortes. A water project will also be conducted, taking advantage of a separate Global Grant. The impact of our partnerships and the leveraging of The Rotary Foundation grant process remind us of how much can be done when we work together.

With our help, what will Honduras look like in the coming years?

By Judy Cochran and Steve Rickard, Calgary West RC, District 5360



ROTARIANS MAKING A DIFFERENCE



INSPIRATION AROUND EVERY CORNER

We hope you'll join us at the 2018 Rotary Convention in Toronto, 23-27 June. Get the most out of your convention experience by attending our general sessions, where you'll hear outstanding speakers from around the world, or engage in stimulating breakout sessions to learn new skills and exchange ideas with your peers.

If you haven't registered yet, be sure to check out this year's program and the Host Organization Committee's exciting events.

See you in Toronto!



ROTARY CONVENTION
23-27 JUNE 2018
TORONTO, ONTARIO, CANADA



Friends of District 7430:



Clubs Making a Difference

Morrisville-Yardley Area

MYA Rotary Club Honors Scouting Leaders

The Rotary meeting of January 25 was dedicated to the club's annual recognition of local Boy Scout and Girl Scout leaders and their contributions to the development of character, citizenship and personal fitness to the young men and women in the community. One of the highlights was Chris Janzen, Troop 10 Scoutmaster and Eagle Scout, who noted that he is a former Rotarian and a Paul Harris Fellow and described the overlay of the goals of Rotary with the goals of Scouting in leadership development, volunteering and promoting high moral and ethical standards.



Lew Mohr, Scouting coordinator, and Barbara Nuzolo, President, with certificates honoring local Boy Scout and Girl Scout leaders

Scout Leaders and Scouts in attendance at the Makefield Highlands Golf Club, Yardley, PA



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ROTARIANS MAKING A DIFFERENCE

Clubs Making a Difference continued

Huntingdon Valley – Churchville Rotary:

Rotary Celebrates Eagles Super Bowl Victory!!!

Huntingdon- Valley Churchville Rotary partnered with the Southampton Library to bring Philadelphia Inquirer-Daily News columnist Marcus Hayes to the library on Wednesday evening February 21. The program was open to the community. Through spirited discussion, Hayes outlined the Eagles successful strategies on their road to their Superbowl win.



Pictured, second photo, (L-R), Marcus Hayes, Librarian Kim Ingram, and club President Drew Slousky.



ROTARIANS MAKING A DIFFERENCE

Clubs Making a Difference *continued*

Allentown:



Monte Carlo Night

Michael Losagio from Good Shepherd thanks Allentown Rotary:

"Hi Rolf,

Yes, our residents had a blast and we thank you and all of your volunteers for once again making Casino Night such a special night for our residents, they are already looking forward to next year.

Thank you on behalf of the Raker Center Recreation Therapy Team

Michael Losagio, CTRS,

Good Shepherd Rehabilitation Network"



ROTARIANS MAKING A DIFFERENCE



NEWS from ROTARY INTERNATIONAL



Highlights from the January 2018 Rotary International Board of Directors Meeting

The third 2017–18 RI Board of Directors meeting was held on 22–25 January 2018 in Del Mar, CA. At this meeting, the Board reviewed 12 committee reports and recorded 60 decisions. Some are:

The Board

- ☐ recommended that district conferences and other major district meetings be held, when possible, within the district's boundaries so as to limit participants' travel costs;
- ☐ the Board continued its review of a global membership test project that is not club-based;
- ☐ reviewed 16 resolutions that were adopted by the 2017 Council on Resolutions;

Programs and Meetings

The Board

- ☐ in an effort to make the International Assembly more family-friendly, amended its policy regarding the attendance of children at the assembly: minor children (under 18) of governors-elect are permitted to attend the assembly at no cost to Rotary, provided that the minor is supervised by another adult;
- ☐ approved 100 recipients for the 2017–18 Service Above Self Award.

Administration and Finances

The Board

- ☐ approved the criteria, process, and timeline if Rotary decides to undertake a new corporate project;
- ☐ to help attract more Rotaract and Interact participation at Rotary conventions, agreed to lower the convention registration fee for attendees aged 30 or younger;
- ☐ approved the 2018-19 budget assumptions.

DISTRICT 7430 ANNUAL CONFERENCE

ANOTHER SPECIAL HEADLINE SPEAKER for OUR D7430 CONFERENCE 2018

Mitty Chang is the founder of Candeavor, a marketing and web design agency in the Silicon Valley specializing in helping businesses get found by Millennials. He is a professional speaker to groups on how to attract Millennials into their organizations.

Mitty began his Rotary journey as an interactor in 2005, later started two Rotaract Clubs and eventually served as Rotaract District Governor of District 5160. He attended 7 Rotary International Conventions, is a Paul Harris Fellow, past Rotary District Public Image Chair, and currently is the Trustee Chair of "Big West Rotaract".



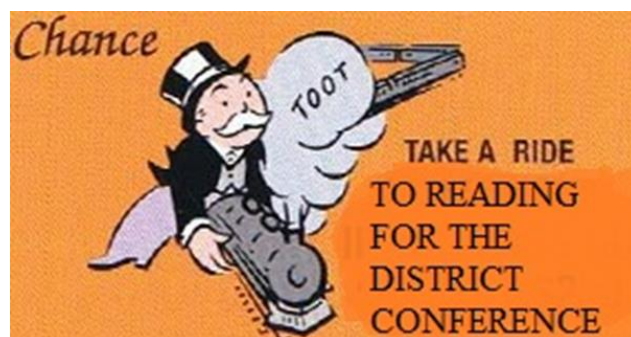
You can learn more about Mitty Chang at www.mittychang.com.

Thank you to all those who have registered for the District 7430 Conference. We are expecting a great turnout for this unique and highly inspirational conference.

See you in Wyomissing

Click on the link to register

www.rotarymakingtracks2018.eventbrite.com



D7430 ANNUAL FOUNDATION GALA



March 17th, 2018

6:00 PM

PineCrest Country Club

101 Country Club Drive

Lansdale, PA 19446

We are holding our 2nd Annual Foundation Gala. AND Since this is St Patrick's Day, we will be celebrating in true Irish Style.

There will be dinner, some recognition, basket raffles (all proceeds will go to the Annual Fund of the Foundation), dancing, and we may even have a pot of gold.

Dress for the men will be black -- OR GREEN -- tie optional, and for the ladies evening gowns or cocktail wear.

We are asking our Rotary Clubs to donate a basket each for the auction with a value of at least \$100. Last year you did a smashing job.

Lots of fun, fellowship and perhaps a jig will break out.

Follow this link and register yourself and several friends: [Foundation Gala Registration](#)

PDG Doug Cook



ROTARIANS MAKING A DIFFERENCE

THE ROTARY FOUNDATION



YOUR FOUNDATION UPDATE



Foundation receives highest rating ---

For the 10th consecutive year, The Rotary Foundation has received the highest rating, four stars, from Charity Navigator, an independent evaluator of charities in the U.S. The Foundation earned the maximum of 100 points for demonstrating both strong financial health and commitment to accountability and transparency.



NEW Type 1 POLIO CASES as of February 22, 2018

	2018 YTD	2017 Total	2016 Total
Pakistan	0	8	20
Afghanistan	3	14	13

Time reports on the path to ending polio

Time magazine imagines a world without polio, credits Rotary for the progress we've made, and discusses what it will take to wipe out the disease.

MEMBERSHIP

Membership Tip ---



The Doylestown club has added over 30 members in the past 3 years. Here is an approximate breakdown on where they came from:

- 70% - Friends/Relatives/Co-workers of club members
- 15% - Inquires at fundraisers
- 10% - Website
- 5% - Transfers

If your club is to grow, everyone in the club needs to understand that we are all on the membership committee.

We all know leaders in the community with a heart for service.



Share your passion for Rotary!
REFER A MEMBER!



Save the Date

Monday, April 9th
Membership Webinar
in the evening
Topic: Member Retention
more details coming soon

Other Articles of Interest

“Alphabet Soup” lists many of the acronyms that are used in the Rotary world. They are reprinted on the next page, and they are on our D7430 website at:

<http://rotarydistrict7430.org/sitepage/did-you-know>

D7430 *Leaders and Committee Chairs* for 2017-18 are detailed on the D7430 website. District Organizational Chart [Click Here](#)

D7430 Committee Chairs and their contact information is available in the on-line *District Directory*. The 2017-18 edition is out, [Click Here](#) and you can download it from there.



YOUR KEY RI CONTACTS – CLUB AND DISTRICT SUPPORT (CDS)

JOHN M. HANNES

Senior Officer

john.hannes@rotary.org

EMILY TUCKER

Officer

emily.tucker@rotary.org

Tell Us What You Are Doing

by the 25th of each month to:

PDG Bill Palmer, Editor bill966@ptd.net

or

*Sharon Rittenhouse, Publisher
rittenhouses Sharon@gmail.com*



ROTARY ACRONYMS “Alphabet Soup”

Rotary loves acronyms. The list below explains them.

AG	Assistant Governor
AF	Annual Fund
ARC	Area Rotary Coordinator
ARRFC	Assistant Rotary Regional Foundation Coordinator
COG	Council of Governors
COL	Council on Legislation
DG	District Governor
DGE	District Governor-Elect
DGN	District Governor Nominee
DGND	DGN Designate
Dg	District Grant
DT	District Trainer
DTA	District Training Assembly
EREY	Every Rotarian, Every Year (contribution to APF)
FAC	Foundation Area Coordinator
GG	Global Grant
GSE	Group Study Exchange
MOP	Manual of Procedure
PDG	Past District Governor
PETS	Presidents-Elect Training Seminar
PHF	Paul Harris Fellow
PHS	Paul Harris Society



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ROTARY ACRONYMS “Alphabet Soup” continued

PRID	Past Rotary International Director
PRIP	Past Rotary International President
RI	Rotary International
RID	Rotary International Director
RIDE	Rotary International Director-Elect
RIDN	Rotary International Director-Nominee
RRIMC	Regional RI Membership Zone Coordinator
RIP	Rotary International President
RIPE	Rotary International President-Elect
RIPN	Rotary International President-Nominee
RIVP	Rotary International Vice President
RIZC	RI Zone Coordinator
RLI	Rotary Leadership / Learning Institute
RRFC	Rotary Regional Foundation Coordinator
RYLA	Rotary Youth Leadership Award (Camp Neidig)
TRF	The Rotary Foundation
TTRF	Trustee, The Rotary Foundation
VTT	Vocational Training Team
WCS	World Community Service
YEP	Youth Exchange Program



MAD Day- Making A Difference Photo Contest Rules

Eligibility – The contest is open to all Rotary Clubs in District 7430

Categories –

1. Having Fun at a MAD DAY
2. MAD DAY Service Project
3. MAD DAY Rotarians Making A Difference

Entries – All entries must be made digitally. Hard copies will not be accepted.

Entries should be sent via email to Rotary4Ric@gmail.com

Each entry **MUST** include:

1. The Photo
2. A category, listed above (Only one category per photo)
3. A caption for the picture. (Part of the judging criteria will be the creativity of the caption!)
4. The Name of the submitting Rotary Club which held the MAD DAY
5. The date and location of the MAD DAY

If the entry does not contain ALL 5 items it will not be considered

Judging – The District Governor will pick 3 finalists from each category. The final judging will be done by a panel of 4 judges picked by the District Governor and the DG will be one of the 4 judges. The photos will be judged according to the following criteria:

1. Relevance 33.3%
2. Caption Creativity 33.3%
3. Impact 33.3%

Judges will use a rating scale for each criterion from 1 to 10 with 10 being the highest score.

Should there be a tie the DG will choose the winner, the decision of the judges will be final.

Awards - The following prizes will be awarded:

1. For the club submitting the winning photo in each category, a \$50.00 donation will be made to the foundation in the name of the club.
2. The Best of Show (picked from the 3 category winners and selected by the 4 judges) will win an additional \$100.00 to the Foundation in the name of the submitting club.

Deadline for Submission – Sunday 12:00 AM - April 1, 2018

GOOD LUCK !!!

DISTRICT CALENDAR

2018

Mar 17th -- RLI King of Prussia

Mar 17th -- District Foundation Gala at Pinecrest CC

Apr 27-29th -District Conference at the Crowne Plaza in Wyomissing

Apr 14th -- 4-Way Test Speech Contest Regionals

May 12th -- District Training Assembly

Jun 15th -18th -- Camp Neidig (RYLA) at CampManatawny

June 23-27th -- RI Convention in Toronto, Canada

Jun 28th -- District Changeover and Awards

Jun 28th -- D7430 Council of Governors Meeting

Sep 19th-22nd -- Zone Institute in Montreal, Canada

Oct 13th -- Annual D7430 Purple Pinkie 5K run and Fun walk at LCCC

Oct 20th -- The 2018 Rotary Leadership Institute in District 7430. It will be held again in the Gambet Center of DeSales University.



Pottstown Rotary Club held the Party of the Century!

**CELEBRATING A
CENTURY OF SERVICE**



Rotary
Club of Pottstown

**100 YEARS
POTTSTOWN PROUD!**

We did it again! Pottstown Rotary Club held the party of the Century!

Thank you all that attended the Centennial Celebration. Rotarians and dignitaries came from far and wide to help Pottstown celebrate our 100th anniversary.

Once again our club staged an event that will be remembered for years to come!

Thank you all that sacrificed your valuable time to make the event so very special

The big celebration is over but will not be forgotten for a long time. Thanks go to the committee who worked long hours and through many meetings to put the event together.



ROTARIANS MAKING A DIFFERENCE

DID YOU KNOW of these Rotarians?

John F. Kennedy

Rotary Club of Hyannis, Massachusetts

President of the USA

Neil Armstrong

Rotary Club of Wapakoneta, Ohio

**US Astronaut and first man to walk on the
moon.**



We note the recent passing of Rotarians

DONALD KIMMEL, 84, of Eagleville passed away Monday, February 12, 2018 at his residence. He was the beloved husband of Gloria (Huxley) Kimmel to whom he was married for over 40 years. Born April 17, 1933 in Tamaqua, PA, he was the son of the late Warren and Marjorie (Thrash) Kimmel. He was a graduate of Albright College where he earned his Bachelor's degree in accounting.

Don had an extraordinary commitment to bringing positive change to his community. He founded and managed a student loan fund so those without means could gain a higher education.

Don was awarded the Silver Beaver Award among others for his years of service with the Valley Forge Boy Scouts of America.



Don was a member of the Norristown Rotary Club. Last month Don and his wife Gloria became this District third Arch Klumph Society members. PDG Doug Cook was planning to have Don attend the upcoming Gala so we could publicly recognize Don and Gloria and provide an opportunity to personally thank him for his generous support of the Rotary Foundation.

Donald has been an outstanding contributor to the Elmwood Park Zoo as CPA, Treasurer and past President. He oversaw the revitalization of the Zoo including the construction of the playground and musical instrument garden.

ROTARIANS MAKING a DIFFERENCE



Muhlenberg



Saucon, Center Valley



Pottstown



Harleysville & Souderton Telford



Norristown