



# District Dispatch

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## News from the “Guv”



What a beautiful summer! We are so enjoying the visits to the clubs of the District, warm reception, thoughtful questions, and committed Rotarians.

We have been impressed with the variety of service and fund raising projects that each club uniquely owns. Just goes to show how creative and talented each of you are!

When asked the question: *What is the one area you would like to “shore up”?* The most consistent answer is **MEMBERSHIP**. Well, it so happens that this month is membership month; and we’ve devoted some of this issue to that topic. Also, see the video clip by using the following YouTube link: <http://youtu.be/1JkGeRkUgVM>

Programs are often the key to recruitment and retention, so we have listed a few staple programs for your consideration. There are also very talented Rotarians working for the entire District that would be honored and pleased to be “the program”. Keep in mind all the many avenues of service that can be addressed by an interesting presenter. Share your great find programs with others on Rotary District 6310 Facebook!

We created a *scavenger hunt* of sorts for you to collect data and assess the ability of your club to “be ready” for new members. Use this page as an assessment tool. Have one of your newest members complete the survey and give gentle but honest feedback about how your club can improve. Knowing what needs to be done is half the battle.

District Trainer Mary Cunningham and Membership Chair Jeff Leipprandt are organizing a membership seminar for best practices in growing membership. The date, time, and location are yet to be determined, but Club Presidents will be advised when the program is finalized. Please make a conscious effort to have two or more members attend who can bring the ideas back to the club for implementation.

Remember to sign up at least two members for the best retention tool we have: Rotary Leadership Institute on 29 September at Delta College. Register online at [www.rligreatlakes.org](http://www.rligreatlakes.org). (This has been discussed at PETS and then at the club visit. Call me for clarification or for information, if you need a refresher.)

Finally, remember why you joined Rotary and share your love for Rotary with another person. It’s easy to talk with others about what you enjoy! Let’s see what we can do for Rotary!

“Guv” Georgene

# Are you ready for company?

Do you want to get the *newest Rotarian* in your club a fun “job?” We propose a scavenger hunt to see how ready your club is for potential new members. What would happen if someone interested in Rotary wanted to find your club meeting?

Based on this assessment, you can decide if the impression you give is the one you WANT to give. Here we go...

- o Check at all the major roads into town (you get a point for just doing the checking).
  - o A visible Rotary Wheel?
  - o Date, place, and time of meeting?
- o Rotary sign outside the building where you meet?
- o At the entrance of the building? That is, What door should company use?
- o Is someone assigned to be on the lookout and greet a visitor?
  - o Show the way to register?
  - o Explain 50/50 or the equivalent?
- o All members have name tags and are visible?
- o All members at the table willing to converse about topics that include the visitor?
  - o Prepared to discuss the benefits of Rotary?
  - o Can easily answer the question, “What is Rotary?”  
(Ask 5 members to respond to the question, “What is Rotary?”)
  - o Ask about the visitor’s interests?
  - o Ask them to join an upcoming event, fund raiser, work bee, if appropriate?
- o Have an interesting program planned every week? (Yes, even assemblies can be interesting.)
- o Thank the visitor for coming, and use their name?
- o Know the process by which a visitor can begin the process of membership?  
(This is a good review for assembly.)
- o Have readily available application forms? (How many times do we dig around for one?)
- o Post and keep track of the Net Goal for membership this year?

19 of 19 = outstanding work! Give yourself a Rotary pat on the back and report your success to the DG!

17 of 19 = on track and ready for company

15 of 19 = some tweaking required

13 of 19 = good to know what needs to be done

11 of 19 = get your score higher by next week’s assessment

9 or less = okay, time to get started. Appoint a team and take another assessment next week.

## News from Birch Run, Frankenmuth, and Frankenmuth Morning Clubs

By Assistant Governor Paul T. Moore

I hope all of my fellow District 6310 Rotarians and their families are having a great summer! Can you believe the heat we have had in the last month? If you have a swimming pool, you probably have been using it quite a bit. I know my daughter has been practically living in her grandmother's pool!

Even though we all want nice sunny days in the summer, the lack of rain is really causing some problems. According to the MSU Extension, the intense drought across Michigan's southern, central, and eastern Corn Belt region has similar conditions to the great drought of 1988. I can't say that I remember the drought of 1988 (I have a hard time remembering things from last month), but it sounds pretty serious.



How dry is it? It's so dry that the trees are whistling for the dogs to come around. It's so dry that the cows are giving powdered milk. It's so dry that the Village of Birch Run has announced a water pistol buy-back program. It's so dry that the crooks are siphoning off radiators instead of gas tanks. It's so dry... well, you get the point.

I have had the honor of participating in all (three) of Governor Georgene's visits to the clubs in my area. If your club has not had your visit yet, you are in for a real treat! Governor Georgene has a real passion and enthusiasm for Rotary, and she is sure to put a spark in your Club! For the Clubs that have not had your visit yet, if you would like the answers to the Guv's "envelope" quiz, let me know. It will only cost you a \$100 donation to the RI Foundation.

Email me proof of your donation and the answers are yours!



(Sounds like a good fundraiser, Georgene?)

During her visit, Georgene reminded me of my commitment to write this article and suggested I talk about some of the ways that the clubs in my area are demonstrating the "Service" that we Rotarians are known for. If your club is like mine, we are at our best when we are working on service projects. And the key to a successful service project is to have fun while you're doing it!

The **Frankenmuth Morning Club** definitely knows how to have fun while working on their service projects. One project that they do, for example, is a roadside clean-up project. If I am not mistaken, the Frankenmuth Morning Club went through the official MDOT program to adopt the two mile stretch of highway on the north side of Frankenmuth. Then on occasion, the club members get together to perform the actual clean up work.

(continued on Page 4)

## News from Birch Run, Frankenmuth, and Frankenmuth Morning Clubs (cont.)

So what's fun about that? I have five letters for you...B-I-N-G-O. Yes, that's right, the Frankenmuth Morning Club members play "Roadside Clean-up Bingo" while completing their service project (see the bingo card attached to this newsletter). Members compete to fill out the bingo card while picking up the trash, and winners are awarded at the following meeting. How cool is that! Looking at the Bingo card, I don't think I would want to get the Bingo for completing the second diagonal row. Undergarments and road kill...a potent combination!



The **Frankenmuth Club** has a terrific project called the "Taste of Frankenmuth". If you have not attended this event, make it a point to get it on your calendar. The club enlists food vendors (Zehnder's, Bavarian Inn, T-Dubs, McDonalds, etc.) from all over Frankenmuth to set up a booth and showcase their wares. Participants are then allowed to sample (or graze) all of these fine foods, drinks, etc., to their heart's (stomach's) content. It's a great time and it gives you a chance to socialize with friends, neighbors, and fellow Rotarians. And what's better than a project that you don't go home hungry from, right?

A new project that the **Birch Run Rotary Club** took over very recently is the annual 4<sup>th</sup> of July parade in Birch Run. The Jaycees had been coordinating this event, but the group dissolved due to lack of members. Since the 4<sup>th</sup> of July parade is roughly a 50 year tradition in the community, our club could not let this event just disappear. So we jumped in with both feet, formed a committee (sounds familiar, right?), and got to work planning and organizing to make the event bigger and better. We put together check lists, assigned tasks, and met on a regular basis to gauge our progress. Everyone did their part; and in the end, put together a very successful event. We had 71 parade entries, compared to 37 the year before, and received many favorable comments on the event being so well run. Our Club had a lot of fun throughout the process and we have a few new ideas for next year!



To the rest of the clubs in District 6310, I'm pretty sure that you are actively participating in a variety of club service projects as well. Remember to make them fun and get all club members involved! If your club isn't doing service projects, then Rotary just becomes another lunch or breakfast meeting. Rotary is the biggest and best service organization in the world, and it is because of clubs like we have in our District.

I will end with this final thought: I was driving past a local church in town and their message sign out front said, "Pray for Peace...and Rain." What a fitting request to match our current Rotary Year theme by RI President Sakuji Tanaka, let alone the current weather conditions in Michigan. It is my hope and prayer that both will be realized!

# Each Rotarian: Reach One, Keep One

"Each Rotarian: Reach One, Keep One," the membership slogan approved by the RI Board of Directors, is a reminder that every Rotarian is responsible for inviting new members and keeping clubs active and vibrant. It also stresses that retention is an essential component of a strong club and membership base.

To be an effective, relevant, and vibrant group within a community, a Rotary club needs to continually admit new members and retain current ones. A club's ability to serve the community is directly related to the strength and size of its membership base. A club that stays active encourages Rotarians to remain connected to the organization. New members bring important benefits to the club, including an increased capacity to serve the community, future leadership, diversity, and fresh ideas, interests, and energy.

Ideas for integrating a new member into your Rotary club include:

- Introducing them to other club members each week for the first month
- Encouraging them to become involved in club service projects
- Inviting them to attend meetings of sponsored Interact or Rotaract clubs
- Encouraging them to get involved in international programs such as Group Study Exchange or Rotary Youth Exchange
- Inviting them to neighboring clubs for a make-up meeting so they can learn about attendance requirements and observe the spirit of fellowship
- Asking them and their spouses to social activities, dinners, or other special events
- Encouraging them and their spouses to attend the District Conference
- Appointing a mentor to help them become active Rotarians

Retaining qualified members is as critical to Rotary's long-term health and success as inducting new ones. Current members who are dedicated, active, and motivated support the effective functioning of the club and are likely to attract new Rotarians.

Remember the slogan: **Each Rotarian: Reach One, Keep One**

Reprinted (in part) from the RI Website



Immediate Past Governor  
Allan Nietzke passed the gavel to  
District Governor Georgene Hildebrand  
at a recent ceremony

## Rotary Leadership Institute

Rotary needs a constant influx of leadership as club officers change every year. It is difficult at the club level to learn enough about the exciting world of Rotary with its 1.2 million members in 200 countries. Furthermore, leadership skills in a voluntary organization are often different from business leadership skills. It is important that club leaders have every opportunity for education, because the success or failure of our clubs depends in large part on the quality of their leaders.

The Rotary Leadership Institute provides an educational opportunity for Rotarians identified as potential leaders by their club presidents. Each club president is asked annually to nominate club members as potential club leaders (not necessarily future presidents) in the years ahead. Courses will be given for the nominees to foster Rotary knowledge and leadership skills. It is hoped that these courses will also motivate the participants to be enthusiastic, creative, and dedicated Rotarians.

Course methods will reflect the most innovative and participatory methods possible including discussion groups, role-playing, problem solving workshops, and group planning exercises. The Institute believes in course sessions with as much discussion and participation as possible. Discussion breakout sessions are limited to approximately 10-15 persons. Lectures are strictly limited. A course workbook containing an Institute Manual, session program agendas, and course outlines and materials, is provided to each attendee.

The courses are designed to provide Rotary knowledge and to develop leadership skills for voluntary organizations. Some examples of course sessions include, "Rotary Beyond the Club," "Membership Retention and Recruitment," "Leadership Characteristics," "Service Projects," "Ethics and Vocational Service", The Rotary Foundation, "Analyzing Your Rotary Club" and more.

Past club presidents who have completed all three parts and have been certified may serve as Facilitators. Evaluations help the Institute to improve the course content and instruction.

Courses are held at various locations throughout the year to accommodate the Rotary clubs in the member districts. Any nominee may take a course in any location. All courses start with registration at 8:00 a.m. A full breakfast is served. Classes are from 9:00 a.m. to 4:00 p.m. Lunch is provided. Courses are listed on the Rotary Leadership Institute website. Online registration for the September 29 course at Delta College is available at <http://rligreatlakes.org>.

If your club cares about its future, it will want the best leadership possible. This is an outstanding opportunity for each club to improve the Rotary knowledge of its key people, who will also be exposed to new ideas of leadership. The exchange of ideas with other experienced Rotarians alone makes the courses worthwhile.



# Membership Matters

Learn about Rotary's online prospective and referral member program **Membership Matters: Rotary's Online Program to Attract & Retain Members** webinar.

The webinar will focus on: background to the program, including discussions of:

- Trends & Correlations
- Program Process
- Impact on Membership
- Benefits...and much more!

During this 60-minute webinar, a District Leader will share their experience of using the program, best practices and success stories of its impact in their district.

There are two webinar sessions organized, please register for the session that is most convenient for you:

[Wednesday 15 August 5PM \(Central Daylight Time, Evanston USA\)](#)

Panelist: Joe Roth, District Membership Chair & District Governor Nominee District 6990

[Thursday 16 August 8AM \(Central Daylight Time, Evanston USA\)](#)

Panelist: Ute Papke, Past District Governor district 6670

All webinars will be recorded and available on the [RI website to view and share.](#)

# Program Ideas

Do you need a program for an upcoming meeting? Think about inviting any one of the following fellow Rotarians:

[Camp Rotary](#) — Corrine Dean, [corky.dean@thumbcellular.com](mailto:corky.dean@thumbcellular.com) — [Rotary Club of Caro](#)

[Group Study Exchange Inbound](#) — Lynne Mischley, [lynnemischley@gmail.com](mailto:lynnemischley@gmail.com) — [Rotary Club of Midland Morning](#)

[Group Study Exchange Outbound](#) — Ursula Steckert, [usteckert@yahoo.com](mailto:usteckert@yahoo.com) — [Rotary Club of Saginaw](#)

[International Convention Promotion](#) — Lynn Zuellig, [lzuellig@agingenriched.org](mailto:lzuellig@agingenriched.org) — [Rotary Club of Frankenmuth Morning](#)

[Membership Development](#) — Jeff Leipprandt, [jeff.leipprandt@fbins.com](mailto:jeff.leipprandt@fbins.com) — [Rotary Club of Pigeon](#)

[Polio Plus](#) — Edward Goyings, [begoyings@charter.net](mailto:begoyings@charter.net) — [Rotary Club of Frankenmuth](#)

[Rotary Foundation](#) — Robert Chadwick II, [chadwickassoc2@charter.net](mailto:chadwickassoc2@charter.net) — [Rotary Club of Bay City](#)

[Service Peace Project 2012-2013](#) — Ruby Iwamasa, [rubiawamasa@chartermi.net](mailto:rubiawamasa@chartermi.net) — [Rotary Club of Midland](#)

[Water and Sanitation Resource Group](#) — David Morgan, [dmorgan-pcs@tm.net](mailto:dmorgan-pcs@tm.net) — [Rotary Club of Oscoda](#)

[Youth Exchange](#) — Dianne Rodgers, [dianne.rodgers@baker.edu](mailto:dianne.rodgers@baker.edu) — [Rotary Club of Owosso](#)



## Welcome to the District 6310 Leadership Team!

Paul Hornak has agreed to serve as Assistant Governor for Area 4. Paul completed his Presidency at the Ithaca Rotary Club in 2011-2012. We are very pleased to have him on board to be of assistance to the Presidents and members of Alma-St. Louis, Breckenridge, Ithaca, and Shepherd Clubs. When you see him, thank him for his service!

### District Governor upcoming Club visits

13 August: Mt. Pleasant	4 September: Chesaning
14 August: Alma-St. Louis	5 September: Clare
15 August: Ithaca	6 September: Midland Noon
21 August: Bay City Noon	10 September: Pigeon

### Put these dates on your calendar!



- September: Focus on New Generations (get ready!)
- September: Membership Seminar, Ddte, time and placed TBD
- September 29: Rotary Leadership Institute, Delta College, University Center MI
- October 12: Strategic Plan Update, Midland Community Center
- October 26: Foundation Gala for District 6310 in Frankenmuth MI
- November 30 – Dec 2 Peace Forum, Berlin Germany: Peace Without Borders
- January 25-27 Peace Forum, Honolulu Hawaii; The Green Path to Peace
- February 23: World Understanding and Peace Day; Rotary Birthday

The District 6310 Newsletter is published monthly. Articles originate from various Rotary International publications as well as from events and activities within the District. Thank you to all contributors.

We encourage the submission of articles. Please provide information and pictures for a future District Dispatch to: