

"Spotlight On..."
DISTRICT 7230
NEWSLETTER



Volume 1 - No. 2

DG George R. Camp

Asst. DG Vincent Coakley

August 18, 2010

Camp's Corner...



Rotary International has declared August as "Membership and Extensions" month. This is a very important month to all of our Clubs in the District. Over the last several years we have not had any major growth in membership in our District.

As a matter of fact we have had declines in many years.

Rotary International President Ray realizes that the only way to grow Rotary is with each Club member dedicating themselves to finding new members. He wants Rotary International and the Clubs to be "Bigger, Better and Bolder".

The District is charging each of its Committee heads to work with the Clubs to provide them with all of the materials necessary to attract new members. We will be promoting Rotary throughout the District with several major events, Rotary International Dignitaries and educational support for the Club leaders. Tools are being developed and events being planned to help you attract good, active and involved new members.

In addition to the new members we bring into our clubs, we must also keep the members we have and get them more involved and taking leadership positions within our Clubs. On an average we loose approximately five percent of our members each year. That means to stay even we have to bring in at least five percent new members without any growth.

In an effort to help our small Clubs that are having problems, I have asked the Past District Governors Council to

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George Camp: Installation Ceremony

Over 100 friends, family members and Rotarians from all around the district celebrated the Installation of District Governor George Camp on Saturday, June 26, 2010. The Doubletree Hotel in Tarrytown hosted the event.



The evening was full of fun, fellowship and even dancing! George was honored to have Walter Maddocks, PDG as the Master of

Ceremonies and PDG John T. Capp as Keynote Speaker. Walter as you may know spent three years traveling and collecting funds to help

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Mt. Pleasant RC: Another Pleasant Year

The Mt. Pleasant Rotary Club is looking forward to another successful year under the leadership of newly elected President, Bert Ruiz. Currently, Mt. Pleasant has 24 members including, the Westchester County Executive, the Westchester County Attorney, the Town of Mt. Pleasant Supervisor and a Town of Mt. Pleasant Legislator. Recently, we had approximately six members resign from the club due to job changes or personal reasons but we are working hard to attract new members and have already identified several new prospects.



Despite a weak economy, the Mt. Pleasant club has continued to support the Town Beautification Committee in raising the necessary funds for the purchase of several community clocks. The first of these clocks was unveiled on July 29 on the grounds of the Hawthorne train station. We are looking forward to our upcoming service and community projects over the next year, including hosting an Exchange Student, Ragamuffin Parade, Annual Dinner Dance, 4-way Essay Contest, Student of the Month and Annual Scholarships just to name a few.

The Larchmont RC: Enjoying 112th Annual Larchmont Race Week

The Larchmont Yacht Club hosted the 112th Annual Larchmont Race Week.

Competitors and spectators came from far and wide to participate in this event. The facilities at this 120 year old club are beautiful and perfect for racing. In the past several years, Rotarians have volunteered and even competed in the



racers. During Race Week everyone becomes a sailor!

The Rotary Club of Larchmont established in 1929, meets at the LYC every

Friday at 12:15. (Photos are of Installation 2010). The one exception is during Race Week. For that Friday the club has traditionally joined with the other District 7230 Friday lunch club, the Rotary Club of Rye at their home at the Coveleigh Club. Once again we were warmly received on

July 16th by president Kathy Carby-Spanier and the members of the Rye Club. This joint meeting afforded us the unique opportunity to meet old friends and make new ones.



Besides experiencing wonderful Rotary fellowship, we also enjoyed the timely presentation by the guest speaker Assemblyman George Latimer. He discussed Albany and the current state of affairs.

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eradicate polio. He raised over \$240 million his first year as Executive Director of the Program. As a result, in 1989 Walter received the Volunteer Action Award from President George Bush and First Lady Barbara Bush in recognition of his efforts as the first Executive Director of Rotary's PolioPlus Campaign. PDG John from Moorehead, North Carolina, a motivational speaker and a frequent guest of radio and television talk shows was the Keynote Speaker for



the event. He is a recipient of the Rotary Foundation's Citation for Meritorious Service and of its Distinguished Service Award and has also been honored with the Rotary International Service Above Self Award.

Walter Maddocks (In photo left with George) spoke of watching George grow up in Rotary, his dedication to eradicating Polio and watching

JT also had a message, "Every member is the most important part of Rotary" and "they make things happen". He encouraged everyone to get involved.

George spoke about how each of us as Rotarians, are the most important part of the club, how he wants to develop new leaders, train our members and build "BIGGER, BETTER, and BOLDER" clubs. He plans on working with our New Generations program to increase the number of

children, teens and young adults to get involved. He plans to have multiple events in the district that will bring many of the top leaders in Rotary International to the District to participate in these events. He talked about several Multi-District events and how that will promote new members.



George grow as a Rotarian until he reached this turning point – and how delighted he is to see him become District Governor knowing how dedicated he is to Rotary.

JT, recalling some of George's antics had everyone in stitches.

George's message was "This is your District and you will determine how great it is by your involvement. Everyone needs to work together to make the District, "BIGGER, BETTER and BOLDER"!

(Photo above of previous District Governors)

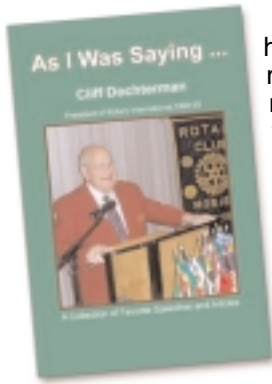
Rotary International
 Spotlight On...
 DISTRICT 7230
 NEWSLETTER

ROTARY DISTRICT 7230 NEWSLETTER
 AUGUST ISSUE – AUGUST 2010

DISTRICT GOVERNOR DISTRICT SECRETARY
 GEORGE R. CAMP JOSEPH F. CLARK

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Trophies
 PUBLISHER - ROTARIAN
 HEDY M. MARIN-MANZKE
 rotary7230hedy@earthlink.net

“As I Was Saying” by Cliff Dochterman



New Book — “As I Was Saying...” It has been a pleasant surprise to see how many Rotarians have been reading my new book, “As I Was Saying...” a collection of my favorite speeches and writings.

However, a good many people have asked where it can be found? Although, Amazon and other publishers have it, the Moraga Rotary Club has a special price of \$13 (including tax and shipping in the United States.) Outside the US it costs about 10 dollars extra to mail. So, a check for \$13 payable to “Rotary

Book” sent to Moraga Rotary Club, P.O. Box 122, Moraga, CA 94556 is all that is needed. All of the proceeds go to The Rotary Foundation and other Rotary funds.

I am not a book seller, so I am not skilled in getting the information distributed. If you passed the word to your Rotary friends, it would be appreciated.

Regards, Cliff Dochterman, R.I. Pres. 1992-93

Camp's Corner *cont' from pg. 1*

assign PDG's to help the Clubs that are in need of a little bust or more support. Any club that thinks they could use some help please don't hesitate to contact me and ask for help. PDG Walter Maddocks, Chair of the PDG Council will work with you and provide experienced help to work with you and your Club members.

We will be starting new Clubs in those areas that can justify a new Club. We have already identified areas that can use more Rotary Clubs, Rotaract Clubs, Interact Clubs and Earlyact Clubs. We are excited about the Clubs in the District that are in the process of a Chartering new Interact and Rotaract Clubs. The future of Rotary is in the hands of our “New Generation”, the Fifth Avenue of Service.

The most important efforts will be in the development and expansion of our existing clubs. We want them to be, “Bigger, Better and Bolder”. Together we can accomplish our membership growth. Let's get started!!

Yours in Rotary Service,

George R Camp, District Governor 2010-2011

RI President's Message: Building Communities – Bridging Continents

Several Rotarians have asked me how I chose the RI theme for my presidential year, so let me explain. After reviewing all the past themes, I decided to search for a few words that would fulfill two objectives – to give outsiders a glimpse of our purpose, and at the same time to make Rotarians proud of their membership. I searched for words to describe the passion, the creativity, and the generosity of Rotarians. And as I sought the right words, I kept in mind that Rotary is a spirit of service as well as an organization of Rotary clubs, and that we need to share our core values of service, fellowship, diversity, integrity,

and leadership with other people and organizations. I considered many words and phrases. The four words I finally selected to convey Rotary's current mission and highlight our achievements describe what Rotarians do best, which is Building Communities – Bridging Continents.

I hope you agree those four words aptly reflect who we are and what we do as Rotarians. We are a unique organization and certainly one of the best in the world. We build the spirit and resources of our local communities in an important way, and we are a prominent player on the world stage

with PolioPlus and our international service projects.

Rotary has changed the world, and Rotarians will continue to change it in a positive way. The formula is simple: For us to succeed, all we need to do is to focus our best efforts on doing what Rotarians are passionate about and what Rotarians are the best in the world at doing, which is Building Communities – Bridging Continents.



MEMBERSHIP, YOUR CLUB & THE ROTARY INTERNATIONAL STRATEGIC PLAN

The revised RI Strategic Plan focuses on strengthening Rotary at the club level and provides the framework for clubs and districts to craft a successful future. This back-to-basics plan, with its revised vision and three targeted priorities, affirms that Rotary's future lies in strong, focused clubs that are well known for their accomplishments.

So why is the RI Strategic Plan important to your club's membership? The answer is very simple: Dynamic clubs attract new members, and they are a source of pride for existing members. Who wouldn't want to belong to an action-oriented club whose contributions are improving lives in their own communities as well as communities worldwide?

Consider the ways your club fulfills the priority of supporting and strengthening clubs by answering the following questions:

- What are 3 innovative things your club has done, or will do, to address membership issues relevant to your region?
- How has your club become more flexible to accommodate the needs of younger working professionals?
- What specifically have you done — or can you do — to attract members from a diverse cross-section of your community?
- How is your club approaching membership recruitment and retention differently than it did 5, 10, and 20 years ago?
- What does your club offer to its prospective and current members in terms of leadership development opportunities?

These questions will get you thinking about how your club's membership efforts support Rotary International's mission and

vision, and how your club can step up these measures to play an integral role in implementing the RI Strategic Plan.

Consider the following resources to guide your club in its strategic membership efforts:

- RI Strategic Plan (including the plan document, PowerPoint presentation, core values statement, and poster)
- Strategic Planning Guide
- Club Leadership Plan
- Club Assessment Tools and the Membership Development Resource Guide
- Leadership Development: Your Guide to Starting a Program

Taken from *The Membership Minute*, May/June 2010

21 Places To Find New Members For Your Club

People You Know

1. Spouses/partners of current members
2. Former members of the club, club secretaries can access a list of former members at [rotary.org](#)
3. Program speakers
4. Government employees, city, province/ state or federal
5. Volunteers involved in other organizations, such as United Way and Cancer Society
6. Customers and vendors of current members
7. People who are involved with you in leisure activities (tennis, golf, curling, bridge)
8. People you see in church, synagogue, mosque or temple
9. People with whom you work
10. Your relatives, friends, classmates, and neighbors
11. Fraternity/sorority brothers and sisters
12. Recent retirees
13. People from organizations supported by your Rotary club

People You Don't Know

14. Chamber of commerce membership list
15. City or community directories, residential and business
16. Parents of Youth Exchange Students
17. Rotary Foundation Alumni, a list of all known alumni living in your community is available from RI
18. Classifications not represented in your Club, update your classification list
19. Promotions that have been announced in the newspaper
20. People who work in town but live in other communities
21. People new to the community

New Approach Vital For Membership Growth



Potential club members are everywhere. But to get them to join Rotary, clubs must use creativity and imagination, says Past RI President Cliff Dochterman.

"Rotary International leaders keep emphasizing membership growth and extension because Rotary's very survival depends on it," says Dochterman, a member of the Rotary Club of Moraga, CA, USA, and author of *The ABCs of Rotary*, a resource for new members. *"If Rotary is to grow, we all must take action."*

Dochterman believes clubs can thrive by seeking new members, retaining current ones, and sponsoring new clubs in the community. He offers the following tips:

Seeking new members, Clubs must have a specific plan in place, says Dochterman.

- Use a team approach. Teams should have several members who meet with qualified business and professional leaders to discuss the benefits of joining Rotary.
- Set aside one club meeting per month to be a "visitor day," to which all club members would invite a friend or prospective member.
- Seek out natural prospects, including Rotary Foundation Ambassadorial Scholars, Rotaractors, and Group Study Exchange (GSE) team members.

Retaining current members *"Keeping current club members is just as important as bringing in new ones. The key is to adapt and change,"* says Dochterman.

- Make sure club meetings, service activities, and social events are interesting, fun, and worthwhile.
- Initiate more hands-on projects so club members will feel that they're making a difference.
- Eliminate 100 percent attendance requirements.
- Be alert to the symptoms that lead to resignation. Club leaders should be considerate to members' personal problems.

Sponsoring a new club *"Don't think about cloning your existing club. The new century of Rotary requires and permits a new vision of fellowship and service,"* says Dochterman. *"It's time to think about sponsoring a new kind of Rotary club."* For example:

- A club composed entirely of executives and professionals under the age of 40. The nucleus could be former Rotaractors, GSE team members, and Foundation program alumni.
- A club in an ethnic or minority section of the community, with members who share common economic and cultural interests.
- A club that meets in a shopping mall, airport, high-rise office building, golf course, or other nontraditional but convenient location.

MEMBERSHIP MATERIALS AVAILABLE ONLINE

The following are a few publications that are available online at: www.rotary.org.

- Club Membership Committee Manual
http://www.rotary.org/RIdocuments/en_pdf/226b_en.pdf
- Declaration of Rotarians in Businesses and Professions
http://www.rotary.org/RIdocuments/en_pdf/200en.pdf
- How to Propose a New Member
http://www.rotary.org/RIdocuments/en_pdf/254en.pdf
- Humanity in Motion V
<http://www.rotary.org/en/Members/RunningAClub/InformingTheCommunity/Pages/HumanityinMotion.aspx>
- Manual of Procedure http://www.rotary.org/RIdocuments/en_pdf/035en_full.pdf
- Membership Development Resource Guide
http://www.rotary.org/RIdocuments/en_pdf/417en.pdf
- New Member Orientation: A How-to Guide for Clubs
http://www.rotary.org/RIdocuments/en_pdf/414en.pdf
- Rotary Foundation Facts http://www.rotary.org/RIdocuments/en_pdf/159en.pdf
- Membership Data Form
http://www.rotary.org/RIdocuments/en_pdf/memb_data_form.pdf
- Standard Interact Club Constitution and Bylaws
http://www.rotary.org/RIdocuments/en_pdf/654_constitution.pdf
http://www.rotary.org/RIdocuments/en_pdf/654_bylaws.pdf
- Welcome to Rotary Video
http://www.rotary.org/RIdocuments/video/welcome_to_rotary.wmv



**MULTI-DISTRICT FOUNDATION SEMINAR
DOUBLETREE HOTEL TARRYTOWN
455 SOUTH BRAODWAY, TARRYTOWN, NY 10591**

**www.hilton.com
9:00am to 4:00pm
October 16, 2010**

REGISTRATION FORM

Rotary Club of _____

Name _____

Call Name _____

Address _____

City _____

State _____

Zip _____

Home Phone _____

Home Fax _____

Business Phone _____

Business Fax _____

Cell Phone _____

REGISTRATION FEE: \$40.00 (Continental Breakfast and Lunch)

***SEND RESERVATIONS AND CHECKS PAYABLE TO:
ROTARY DISTRICT 7230***

**Michelle Hanks
14 Enwilton Place
Ossining, NY 10562
chellemh@aol.com**

914-512-0266 (cell) 914-293-0654 (home)



JOIN US FOR THE FABULOUS
55th Annual "On-to-Bermuda"

Sponsored By

ROTARY INTERNATIONAL DISTRICT 7230

FEATURES OF OUR FUN TRIP TO BERMUDA

*Single or Double Room at Fairmont Southampton
Transfers to and from the Fairmont Southampton*

SCHEDULED ACTIVITIES

- Sunday: Registration
- Monday: Wave Pass - Morning Traffic Greeting with Johnny Barnes!
Continental Breakfast and viewing of The Final Inch at BUEI Tradewinds Auditorium
Proclamation Rally - City Hall
Buffet Lunch - Harbourfront Restaurant
BBQ/Picnic - St. Georges
- Tuesday: Gibbs Hill Lighthouse Illumination
- Wednesday: Tag Day - Donation Collection
- Thursday: Archeological Dig at the Dockyard site
- Friday: Purple Pinky Day
- Saturday: RLI
Polio Plus Dinner honoring Walter Maddocks

REGISTRATION FOR "ON-TO-BERMUDA" 2010—The Fairmont Southampton

- 8 Day/7 Night Trip, October 24 to October 31, 2010
\$ 1,075.00 per person, double occupancy (not including air fare)
- Single \$ 1,710.00 (not including air fare)

Full Name (Please Print) _____

Address _____ City _____ State _____ Zip _____

Telephone (Business) _____ Home _____ E-mail _____

Name(s) of additional member(s) in my party _____

I would like to charge my credit card: Name on Card _____

Card Number _____ Expiration Date _____ Security Code _____

Signed _____ Date _____ Rotary Club of _____

To make your reservation send your deposit, by check in the amount of \$200 per person. Deposit must be received no later than Sept 1, 2010. Final balance is payable by check on Sept 15, 2010.

Please make checks payable to "Rotary"

and mail to: Dorsey Funeral Home, 14 Erwilton Place, Ossining, NY 10562
Phone: 914-941-3808; Fax: 914-941-1038; Email: georgercamp@yahoo.com