



Rotary Club of Sussex Inc.

P O Box 7004, Sussex, NB E4E 5M3

www.sussexrotary.org

Club # 6355 / District # 7810

Cowbell

Date: Aug 30, 2010

Attendance: Roger, Bob B., Robert Jr., Lou, Kim, Frank, Rhoda, Harley, Robert L., Wendy & Donna

Absent: Bob K. Sr., Bruce, Andrew, Murray, Peter, Barb & April

GUEST SPEAKERS: Past District Governor Gordon Dempsey

50/50: Bob Black

Rotary Minutes

30-Aug Robert Kimball Jr.
13-Sep Peter Haines
20-Sep Robert J. Kimball
27-Sep Robert Lockhart
4-Oct Murray McGibbon
18-Oct Louis McNamara
25-Oct Bruce Northrup
1-Nov Wendy Osborne
8-Nov Andrew Palmer
15-Nov Kim Pearson
22-Nov Rhoda Wilson
29-Nov Roger Albert
6-Dec Bob Black
13-Dec April Caissie
20-Dec Barb Crowe



Our guest today was Past District Governor Gordon Dempsey.

He was in to discuss and promote methods to recruit and retain members. He is on the district membership committee and is responsible for 4 clubs, Saint John, Rothesay, Hampton and Sussex. He expressed the importance of membership recruitment and not waiting until the end of the Rotary year as many clubs tend to lose momentum over summer months before picking it back up over the fall. He said that we should try to get the membership drive in before the end of the calendar year, that way the new members have had time to get to know the club and Rotary in general before summer starts.

A good start is to look within the club first and find out what the current members think of the club and its direction. He gave us a questionnaire that can be completed anonymously for research.

He discussed “Club in a Club” and confirmed that several clubs are using this method and have been quite successful. Each member can contribute a list of 5 or more prospects that they think could make a great Rotarian and the committee would then send a letter to those individuals requesting them to attend an event to discuss and learn about Rotary. The clubs that have tried this are reporting that approximately 25 out of 100 prospect attend and out of the 25 that attend they have 8-12 that become members.

It is suggested that we be aggressive and that a strong chair with a committee is a must.

In 2006 his club was at a low of 12 members and in their efforts they grew their club by 7 new members before the end of that same year.

Once we recruit new members it is necessary to have a mentorship program as well as a retention plan. The Rotary International web site has plenty of useful tools that can assist in this project.

He showed us a “What is Rotary Card” that he has with him all the time that is like a business card that can be given out with a brief description of Rotary, these can be ordered online.

He said that a regrets buddy system can help with the retention part of membership, meaning that we could have a buddy in our club that we can contact if we are going to miss a meeting. The idea behind this is to let the membership know that they are not just absent.

We watched a short video on membership called Rotary Now.

Roger – Roger confirmed that we will not be having a Shelter Box display at the Balloon Fiesta this year. It is likely a good idea to let the conflict between the two disaster box providers be resolved or further investigated by our club before we decide to participate in any public displays. We discussed having a Purple Pinkie display as an alternative and the idea had a positive response from the club. The Purple Pinkie at the Balloon Fiesta has been added to the calendar to be considered for next year as well. We are going to try our best to pull it off this year with help from Roger and other members that offered to help.



Important!!! The Sussex Town Council has approached Lou to see what our Club has planned for the Rotary Flower Wheel in the park. We do not know what the intentions are of the council but it is suspected that they are concerned with the appearance of the wheel this year and years to come. It is a priceless piece of real-estate and we have to decide what we are going to do as far as a potential permanent/lower maintenance fixture.

Robert L. suggested having an upright "monument" so that it can be seen year round rather than just a few months a year.

Gordon suggested that we email Terry MacDonald and ask him to distribute a district wide email to the other clubs for input or possibly help with the new or revised wheel. He said that with the talent that we have in our district that we may have a member that can offer their services at cost or better. These are just a few things to consider.

Robert K. Jr. did the Rotary Minute today and talked about a speech that was heard by 10,000 plus Rotarians including Bob Senior and Robert himself at the Bell Centre in Montreal at the 2010 International Convention. The speech was by Marios Antoniou from the island of Cyprus and was titled Developing Agents of Peace in Cyprus. It was the speech that made the biggest impression on him that whole week and we will be able to see it at one of our future meeting via the Speeches DVD that was bought for the club to share.