



Member Tips

Growing Rotary Membership



May, 2009

Meet the New Team

As the perennial challenge of membership collides head on with the most severe economic downturn since the Great Depression, we Rotarians continue to soldier on. Now, more than ever, Rotarians need to focus on sustaining our ranks through innovative recruitment and retention.

We are pleased to present the 2009-10 Zones 27 and 28 Membership Team who are pledged to helping to grow our membership. Acknowledging the importance of membership growth, Rotary has expanded its membership support program by appointing two RRIMC's ("Regional Rotary International Membership Coordinator") per Zone rather than one as in previous years. Despite necessary cuts in other Rotary programs, the International has recognized the critical nature of membership and has beefed up the zone support.

The RRIMC's are there to support you, the district leaders but remember, support is a two-way street. District leadership needs to support its RRIMC as well by holding district membership seminars, by requesting help when membership drops and by sharing their successes with other districts.

Before we turn to introducing the new team, we should acknowledge and thank the outgoing membership team, RRIMC Jim Ives from Zone 28, RRIMC Terry Mueller from Zone 27, their support associates, Jack Young from 28 and Bill Rust from 27 and Dennis Dinsmore, the newsletter editor. Hopefully we have left the woodpile a little higher.

Here is the assignment breakdown. As a result of the recent changes in zone affiliation, the zone numbers will be changing in July.

D.K. Lee's Membership Challenge for 2008-09

- **Ten Percent (10%) Net Increase in Membership per Club;**
- **Formation of Two (2) New Clubs per District;**
- **Total Net Membership of 1,300,000 Rotarians at the end of RY 2008-09.**

Zone 28	Zone 28	Zone 29	Zone 29
Claudette Holly	Diana Reed	Jim Ives	Mark Kriebel
cloudyh@hotmail.com	diana.reed@drake.edu	Jives@att.net	markkriebel@prodigy.net
5580,5950,5960, 6220,6250,6270	5650,5970,6000, 6420,6440,6450	6290,6310,6360,6380, 6400,6600,6630,6650, 7280,7300	7120,7150,7170,7190, 7330,7350,7370,7410, 7210,7890

Claudette Holly



Claudette Holly joined Rotary in 1991 in Walker, MN., where she has held many positions, including President.

On the district level, Claudette has been an Assistant District Governor, and DG 2003-2004. She was District Trainer for 3 years and is currently in her third year as District Foundation Chair. Claudette has taught PETS 6 times in different roles, and is currently a RRIMC for Zone 25.

She is a Registered Nurse and worked for 25 years as Director of Perioperative Services in Bemidji, Minnesota. Claudette is currently self employed in a family owned business which includes a Home Center and RadioShack. She is a Bequest Society Member and Major Donor.

Diana Reed



Diana Reed will be serving Zone 28 (old Zone 27) in the coming year as a Regional Rotary International Membership Coordinator. She is an educator with 30 years experience in university teaching and administration as well as the public school system. She is currently a faculty member at Drake University teaching Management in the College of Business and Public Administration.

In 1988, Diana joined the Rotary Club of Northwest Des Moines. Her club activity background includes Youth Scholarship committee, Greeters, Special Events, Classification Committee, Secretary, and Board of Directors member to name but a few. In 1995, Diana became president of her club.

She has served District 6000 as member of the Training Committee, World Community Service Committee, District Simplified Grants Committee, Budget and Finance Committee, Executive Committee and an Assistant Governor. Diana served District 6000 as District Governor in 2007-2008. She and Rick have attended 4 Rotary International Conventions; 2 abroad and 2 in the states. Diana and Rick are both Paul Harris Fellows.

Jim Ives



Jim Ives is a member of the Dearborn Rotary Club, Dearborn, MI., having joined the club in 1991. He currently serves as the club Webmaster. He has served District 6400 in a number of ways, including working on 16 District Conference Committees in a variety of roles, most of The Rotary Foundation positions in the district, performed special training in the District, and served as the Centennial District Governor.

Jim has also served as Trainer at the Zones 22/27/28 GETS/Institute training District Trainers, International Trainer in San Diego in 2007 and 2008, and GETS trainer for Zones 27-28 for 2 years (2007, 2008). Currently, Jim will be starting his third year as a Regional Rotary International Membership Coordinator for Zone 28, is the District 6400 Visioning Chairman, District Permanent Fund Chair, Deputy Sergeant-at-Arms at the Birmingham RI Convention, as well as the Program Co-Chair for the District 6400 conference on Mackinaw Island. He has traveled to Nigeria for an NID, and also traveled to South Africa to attend the African Presidential Conference addressing the needs of African Rotarians. Jim and Diane have attended 7 Rotary International conventions together, and have served as President's Representatives at 2 district conferences.

Jim is Executive Vice President/co-owner of Rose Pest Solutions. He is currently the Chairman of The Copesan University Steering Council; an online learning portal for an 85 member national affiliation of pest management providers. He has a BA in Economics from Lake Forest College, and Jim and Diane have been married for 27 years, have 2 sons, and are Major Donors to the Foundation.

Mark Kriebel



Mark Kriebel has been a Rotarian for 32 years in Endwell, NY Rotary Club, where he served as President in 2001-2002. Mark's District 7170 work has included the Annual Programs Fund, Finance, and Strategic Planning Committees, Chair of the Public Relations Committee, Chair of the Permanent Fund Committee, Assistant Governor, and 2006-2007 District Governor.

In 2007-08 Mark was Rotary International Membership Zone Coordinator, Area Foundation Coordinator for Zone 31, and International Training leader. In 2008-2009 he was Regional Rotary International Membership Coordinator for Zone 31, GETS Trainer, and member of the RI Director selection committee.

In the 2009-10 Rotary year Mark will serve as Regional Rotary International Membership Coordinator for Zone 29 (old Zone 28). Mark is extremely active in the Boy Scouts of America. where he has served as President of the Baden-Powell Council. President of Northeast Region

Area 3, and is Vice-President and sits on the National Council's Executive Board of the Northeast Region. His work in scouting has earned him both the Silver Beaver and Silver Antelope Awards.

Turn Deadwood Into Firewood

By Dennis Dinsmore, PDG District 6330

As a long term club secretary, I always considered May and June to be the months when the club unloaded its "deadwood": members who didn't participate in Rotary and who showed little interest in attending meetings. If I had it to do all over again, I would have tried to turn the "deadwood" into **FIREWOOD**, members reenergized and ready to renew their interest in Rotary!

In most cases, turning around a potential lost member into a valuable asset is much easier than it would seem. The place to start is to have one other club member sit down with the potential leaving member and have a one-on-one discussion to determine why he or she has lost interest in Rotary. The Rotarian who calls this discussion should best be a personal friend.

Most of the time the interviewer will be told that business pressures are the reason for lost interest in Rotary and most of the time this is really an excuse, not a real reason. Surveys tell us that the three most frequent reasons for leaving Rotary are: not feeling needed by the club, not knowing much about Rotary and not feeling comfortable in the club.

The good news is that all of these problems can be easily corrected through *engagement* and *education*. Look through the back issues of Member Tips (available on the website, www.zones27-28.org) for some ideas on each of these subjects. Frankly, the details are not as important as the effort. Simply by reaching out to a disinterested member you could be changing a short term loss into a long term asset.

A talented salesman once told me that it was a lot easier to retain an old customer than to recruit a new one. He could easily have been talking about Rotarians as well.

Your Membership Support Team *

Zone 27	RRIMC	Terry Mueller, PDG	6201 N. Wyndwood Dr. Crystal Lake, IL 60014	815-459-2176 roterry@sbcglobal.net
	RIMZC	William "Bill" Rust, PDG	4701 Clark Ave. White Bear Lake, MN 55110	651-429-1913 brust@rustarchitects.com
<i>Districts 5640, 5950, 5960, 5970, 6000, 6220, 6250, 6270, 6420, 6440, 6450</i>				
Zone 28	RRIMC	James "Jim" Ives, PDG	1130 Livernois Troy, MI 48099	248-588-7005 jives@att.net
	RIMZC	Dennis Dinsmore, PDG	PO Box 273 Clio, MI 48420	810-687-7870 dennis@dinsmoregroup.com
	RIMZC	John "Jack" Young, PDG	3303 Twain Circle Brunswick, OH 44030	440-759-4000 jack1villa@aol.com
<i>Districts 6290, 6310, 6330, 6360, 6380, 6400, 6540, 6600, 6630, 6650, 7090, 7280, 7300, 7330</i>				

* We will provide full contact information for the new team in the June, 2009 issue